Free checklist

The 9-Graphic Checklist

The nine images an offer page needs before it can sell, in the order to make them.



tick them off one by one

For ClickDesigns users

Conciergery
thconciergery.com

Nine graphics, in build order

A page with words and no pictures asks the visitor to imagine the product. These nine images do the imagining for them. Make them in this order, because each one sets a decision the next one reuses.

1 Logo or wordmark

Tells a visitor in half a second that a real business stands behind the page.

Where: Top-left of the page and in the footer. Nowhere else. **Avoid:** A logo with gradients, a mascot and a tagline. It turns to mud at header size.

2 Hero product shot

Makes a digital product look like a thing someone can own. This is the image people remember.

Where: Beside or directly under the headline, above the first button. **Avoid:** A flat screenshot pasted on the page with no frame. It looks unfinished and hides what the product is.

3 Product bundle shot

Shows everything included in one glance, which is what makes the price feel small.

Where: In the offer section, right above the price. **Avoid:** Adding items you do not deliver so the pile looks bigger. Buyers count, and refunds follow.

4 Headline graphic

Stops the scroll when the page is shared as a preview image or used in an ad.

Where: As the social share image and as the first frame of an ad. On the page itself, live text is better. **Avoid:** Putting the whole sales argument in the image. One idea per graphic.

5 Benefit icons

Lets a skimmer understand the offer without reading a paragraph.

Where: In a row of three to six directly under the hero section. **Avoid:** Mixing outline icons with filled icons. The row looks borrowed from three different sites.

6 Proof frame

Presents a real customer comment in a way that looks deliberate and trustworthy.

Where: After the first explanation of what the product does, and again near the price. **Avoid:** Inventing a quote, or pairing a real quote with a stock photo. Both are easy to spot and break trust for the whole page.

7 Guarantee seal

Removes the last doubt at the moment someone is deciding.

Where: Next to the buy button and again in the guarantee section. **Avoid:** A seal promising more than the written policy. That is the fastest route to a dispute.

8 Offer box and button

Gathers price, what is included and the action into one place, so nobody has to hunt.

Where: Once after the full explanation, and once at the very end of the page. **Avoid:** Three buttons with three different labels. One action, one label, repeated.

9 Bonus box stack

Turns extras into visible objects, so they count as part of the deal.

Where: Between the main offer explanation and the price. **Avoid:** Assigning large invented dollar values to every bonus. A plain description is more believable.

Before you publish

- [ ] The product name is readable in the hero shot on a phone.
- [ ] The bundle picture shows exactly what the offer list says.
- [ ] Every customer quote is real and used with permission.
- [ ] The guarantee seal matches your written refund policy.
- [ ] The button colour appears nowhere else in its section.
- [ ] No image file is larger than 300 KB.

Make all nine today, without a designer

ClickDesigns builds every graphic on this list from done-for-you templates: logos, boxshots, covers, device mockups, bundles and sales page graphics, in one drag-and-drop editor. One payment, no monthly fee, a commercial licence and a 30-day money-back guarantee.

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