

Landing Page Improvement

Push-ups: <https://rubble.com/v588jt0-push-ups.html>

Winners Writing Process:

- What specific business objective am I seeking to accomplish with this project?
Why is this important?
 - Business objective : I want to increase NEW leads' belief to pick my client's massage (deep tissue) as a solution to relieve their pains. (Mostly on the back-lower, back-neck). I want to improve the landing page after clicking my AD with a view to converting them.
 - Why is this important? Because many people click the AD but the Landing Page doesn't increase belief and as results no conversions.
- What part of their funnel is needed to achieve this business objective? The in-website Landing Page. The funnel is AD > In-website specific massage type (Landing page) > Button "schedule an appointment" > Fill in info > Book
- Who am I talking to NOW? Men/Women > Age Range: 30-60
- Where are they at now? **Now they are in my Landing Page.**
- Current State: They have back pain. This pain makes their life harder because they cannot sit, stand up, lie down, drive the car and work normally. They also find it hard to sleep and often wake up with pain. Generally, their range of motion is greatly reduced. Additionally, this pain brings mental damage. Many of them are depressed and think that they might have a very serious problem. They worry that they may never be able to relieve the pain and return to normal. They are also scared because they might lose their jobs. They've tried pills, chiropractors, doctors, medicines, injections but most of the time nothing worked and the pains came back after some days.
- Dream State: They just want to relieve themselves from these pains and come back to normal life.
- Level of Market Awareness: Level 3 - Level 4. Mostly level 4 but there are some people that don't know about my client's massage.
- Stage of Market sophistication: Stage 5, they've tried everything but they have absolutely no idea about my the effectiveness of deep tissue massage so I will try to create a new mechanism and take them back to Stage 3.

- Reader's Roadblocks: Most of them have tested everything and nothing worked. Some people are just ok to live with these pains. Some others just didn't have results from every other treatment they had. Some others consume pills.
- Current level of desire :
 - Current feeling of pain/desire. How much they currently want to get what you're offering them → Very high.
 - Price : Low (30-40\$)
 - Effort : No, just lie in bed
 - Time: 30-60 minutes
 - Sacrifice : No, all of our clients relieved their pains and their lives changed.
- Current belief the idea will work:
 - Logic ✓
 - Science ✗ (It shows nowhere in the website)
 - Credible source ✓
 - Social proof ✓
 - Demonstration of results ✓
 - How closely the service fits the personal situation? 100% ✓
 - Personality ✓
 - Guarantee ✗ (They pay only after massage)
- Trust in the person selling:
 - Familiarity and personal experience with person ✗
 - Social proof ✓
 - Other person you trust vouches for them ✗
 - Primal Leadership Indicators ✓ (Everyone knows that in this particular local city this is the best massage therapist and in Google is first with 300+ 5 star reviews, for Greece is pretty good. Also included in website)
 - Official certification or qualification ✓
- Where do I want them to go? I want to explain to them and boost their belief about the deep tissue massage. As I said, they are very sophisticated. They don't trust anyone and they don't believe that this massage can solve their chronic pains etc. (Because of the poor landing page)
- What are the steps I need to take them through to get them from where they are to where I want them to go? They are on my landing Page,
 - I will write them in a row and I will try to answer all their thought process:
 - 1.What is Deep Tissue Massage?

- 2. Then I will show them a Youtube Video showing the massage (the deep touches in muscles etc) and at the same time explaining (not recorded yet.). Something like this :
 - ▶ Six Things You Need to Know About Deep Tissue Massage
- 3. What are the benefits of deep tissue massage?
- 4. How will I feel after the massage? I will create them “movie” about how they will feel after the massage
- 5. Is This Massage Ideal for Me?
- 6. What to Expect During a Session
- 7. CTA > Button
- 8. Testimonials / CTA
- 9. Faqs
- Personal analysis : I had an AD about this specific massage with a different approach. I advertised it as just a relaxation massage and it worked. I got around 20-25 appointments but I stopped it because it could convert more people if the landing page was right. So now, the approach is different and way harder because the target market is fully sophisticated.
- New copy tested : No, just wanted a feedback about the belief threshold
- Identify your copy's weaknesses and make an effort to fix them before submission : It was way bigger than it is right now and i've tried to reduce it.
- Explain how you attempted to fix your issues and ask for feedback on your efforts: I tried to ask every question they might have while they're in my landing page. I would like a feedback
- Thought process:
 - Will this work for me? Would this solution solve my problems and make my life better?
 - What is this massage? Did I understand the solution?
 - What if it doesn't work? How much does it cost?
 - Is there any risk?
 - How many times will I need to do this massage?
 - Will it be painful ?
- Full Funnel : Facebook AD > In-site specific massage (Landing page) > “Schedule an appointment” button > Fill info > Book

- The AD that brings the people inside :
“Better than surgery! Discover the best (natural) solution for back pain relief!

No, it's not the muscle relaxants...

No, it's not physical therapy...

It's the Deep Tissue Massage!

It is a type of massage where the therapists apply pressure to the deeper muscle tissues. This helps more blood and oxygen reach the muscles, provides immediate relief from severe pain and makes movement easier...

500+ of my clients after one session were able to drive, sit at their desk, work on the computer, stand up and lie down without pain!

If you want to be one of them, book your appointment now and get rid of the unbearable pain!”



DEEP TISSUE MASSAGE::

- ✓ Intense blood flow and muscle oxygenation
- ✓ Reduction of pain from bad posture
- ✓ Injury rehabilitation
- ✓ Treatment of osteoarthritis
- ✓ Sciatica reduction
- ✓ Improved mobility



Chronic pain relief and muscle recovery

 Δαγκλή & Ελπίδος,
Κτήριο Β 6 (Προς Όροφος), Ξάνθη

 25411 10837

 info@lartdumassage.gr



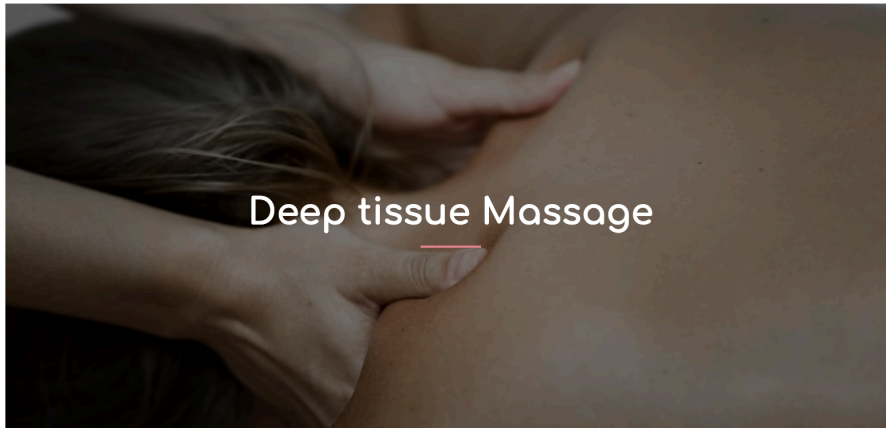
After clicking the AD :

- The current Landing Page:

<https://lartdumassage.gr/yphresies/deep-tissue-masaz/>



[Get to know me](#) [Our place](#) [Services](#) [Offers](#) [Gift card](#) [Frequent questions](#) [Evaluations](#) [Contact](#)



Intense pressure massage for the deeper muscle tissues of the body. It helps in muscle recovery by increasing blood flow and oxygen supply. At the same time, the reduction of blood pressure helps the normal functioning of the body and the reduction of pulses, resulting in the elimination of anxiety and stress. It provides immediate relief from severe pain and difficulty in movement. Suitable for active people or athletes. Ideal choice for chronic pain and tension in the waist, back and neck, for poor posture or poor posture during sleep.

🕒 30' / €25 ᵀᵀ 60' / €40

[Schedule on appointment](#)

(Intense pressure massage for the deeper muscle tissues of the body. It helps in muscle recovery by increasing blood flow and oxygen supply. At the same time, the reduction of blood pressure helps the normal functioning of the body and the reduction of pulses, resulting in the elimination of anxiety and stress. It provides immediate relief from severe pain and difficulty in movement. Suitable for active people or athletes. Ideal choice for chronic pain and tension in the waist, back and neck, for poor posture or poor posture during sleep.)

After clicking “Schedule an appointment” >

The screenshot shows a web form for scheduling a massage appointment. The header includes a logo and navigation links. The main heading is "Schedule an appointment" with a "Book Now" link. The form is divided into two columns. The left column contains contact information for "Lart Du Massage" and a "CONTACT" section with a phone number and email. The right column has a heading "Book an appointment online!" and a form with fields for "Full name*", "Phone*", "E-mail*", and a "Select Service" dropdown menu. Below the service selection is a "Desired Day" field showing "22-7-2024" with a calendar icon. There is a "Comments" text area and a "Discount code" field. At the bottom, there is a checkbox for a disclaimer and a red "MISSION" button.

Get to know me Our place Services Offers Gift card Frequent questions Evaluations Contact

Book Now
Schedule an appointment

Relax with a unique massage
at *Lart Du Massage*

Address
CENTER Dagli & Elpidon,
Building B 4 (1st floor),
Xanthi 671 00
7above INTERSPORT

CONTACT
25411 10837
info@lartdumassage.gr

Book an appointment online!
We will contact you to set the exact day and time

Full name*

Phone*

E-mail*

Select Service

- ☐ Back massage 20/€15
- ☐ Foot massage 20/€15
- ☐ Facial massage 15/€10
- ☐ Swedish Massage 30/€15
- ☐ Swedish Massage 40/€30
- ☐ Aromatherapy 30/€30
- ☐ Aromatherapy 40/€35
- ☐ Aromatherapy 60/€35
- ☐ Hot stone Massage 50/€35

Desired Day
22-7-2024

Comments

Discount code

☐ By clicking send, you know that you are sending us your details in order for us to contact you, to process your request. Lartdumassage will not share your details with any third party.

MISSION

New copy: (Considering the steps I need to take them through.)

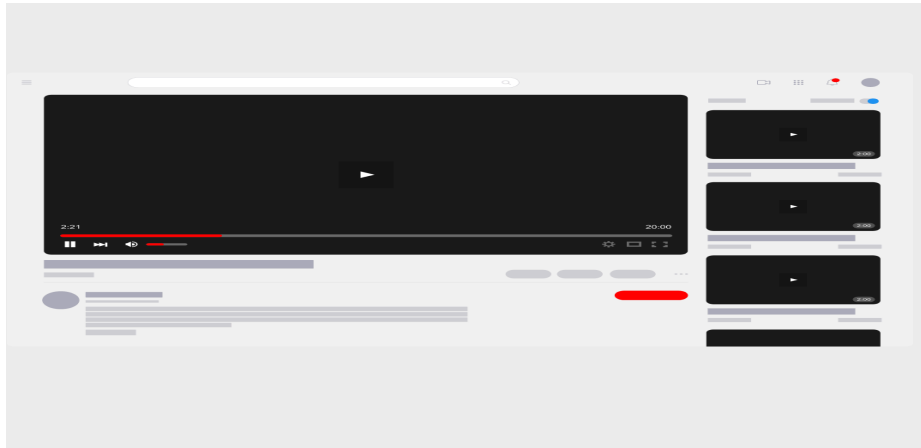
H1 Title: Recover and relax with the best Deep Tissue Massage in Xanthi.

We will help you recover and release stress from a long day or week, and relax your mind and body.

1. What is Deep Tissue Massage?

Deep Tissue Massage is an intense pressure technique designed to reach the deeper layers of muscle tissues in the body. It aids in muscle recovery by increasing blood flow and oxygen supply, while also reducing blood pressure and heart rate, which helps eliminate anxiety and stress.

2. Youtube Video



3.What are the benefits of deep tissue massage?

- **Immediate Pain Relief:** Experience instant relief from severe pain and movement difficulties.
- **Enhanced Mobility:** Improve flexibility and ease of movement.
- **Stress Reduction:** Lower cortisol levels and boost serotonin for a relaxed, happy mood.
- **Injury Recovery:** Accelerate healing and reduce scar tissue.
- **Improved Sleep Quality:** Reduce muscle tension and stress, leading to more restful and uninterrupted sleep.

4.How will I feel after the massage?

After a deep tissue massage, you will feel the relaxation overwhelm you. Your muscles will be soft and flexible, free from the tension that weighs them down. Improved blood circulation will give you energy and vitality, while the release of endorphins will improve your mood, reducing stress and tension. You will feel light, as if you have left behind all the weight. Imagine being able to walk normally, driving without feeling “discomfort” in the neck, working comfortably and sleeping with absolutely calm after a hard-stressed day.

5.Is This Massage Ideal for Me?

Deep Tissue Massage is beneficial for various individuals but here are some groups who can greatly benefit:

✓ **Individuals with Chronic Pain:** If you suffer from chronic pain due to overuse, you can find relief through this technique. It targets deeper muscle layers and connective tissues, significantly reducing pain and improving mobility.

✓ **Athletes and Individuals with Intense Activity:** If you are an athlete or engage in intense exercise, you know how easily muscle tension, sprains, or injuries can occur. Deep Tissue Massage relieves stiffness, improves flexibility, and helps you recover quickly.

✓ **Individuals with High Stress Levels:** If you feel stressed and anxious, this massage can help reduce your stress. It lowers cortisol, increases serotonin and oxytocin, promoting relaxation and improving mood.

✓ **Individuals Recovering from Injuries:** If you are recovering from an accident or surgery, Deep Tissue Massage can relax your body, enhance healing, and restore movement. It reduces scar tissue, stiffness, and pain, serving as an ideal complement to medical treatment.

6.What to Expect During a Session

A typical Deep Tissue Massage session lasts about 30 or 60 minutes. During the massage, the therapist will use techniques such as stripping, kneading, and trigger points to reach deeper muscle layers.

7.CTA > Relieve chronic pain and restore mobility with a Deep Tissue Massage. Book an appointment to start your journey to recovery!
(Button)

8.Testimonial (video) + CTA

9. Faqs (It will only show the title and can expanded with button)

1).Precautions and Considerations

While Deep Tissue Massage is beneficial for many, it's not suitable for everyone. Individuals with certain conditions such as acute injuries, healing wounds, or advanced osteoporosis and more, should consult with a healthcare provider before opting for this therapy. Your massage therapist will advise you on what might be right for you based on your health history.

2) Is Deep Tissue Massage painful?

It can be uncomfortable at times, but it shouldn't be painful. It's important to communicate with your therapist to ensure the pressure is right for you.

3)How often should I get a Deep Tissue Massage?

The frequency can vary depending on your specific needs. Some might benefit from weekly sessions, while others might need it less often.

- Avatar:



Name: Nitsa

Background Details:

Nitsa works at Polieco industry. She is responsible for quality control and suffers from back pain. She has a great sense of humor and loves pets excessively.

Day in the life:

Her job involves both standing and sitting tasks, and she needs to bend frequently to measure pipes. Every day, she struggles to get out of bed to go to work. She generally feels pain and complains. She has difficulty sitting, can't stay standing, and experiences pain when lying down, making it hard to drive normally. She has visited doctors, physiotherapists, orthopedists, taken muscle relaxants, and received injections... but nothing has worked, and she fears losing her job and that the pain will remain forever. She just wants to recover and return to her normal self! This situation has mentally drained her, and she is being very patient.

- Specify the type of business/position : Massage niche (Not spa)
- Describe the service your client sells: **Deep Tissue massage** : Intense pressure massage for the deeper muscle tissues of the body. It helps in muscle recovery by increasing blood flow and oxygen supply. At the same time, the reduction of blood pressure helps the normal functioning of the body and the reduction of pulses, resulting in the elimination of anxiety and stress. It provides immediate relief from severe pain and difficulty in movement. Suitable for active people or athletes. Ideal choice for chronic pain and tension in the waist, back and neck, for poor posture or poor posture during sleep.

- Include links to the client's website and social media accounts
 - Insta: https://www.instagram.com/lart_du_massage/
 - Facebook: <https://www.facebook.com/profile.php?id=61560829004041> (new profile because the previous had problem with meta so we created this new page and we run ads)
 - Website : <https://lartdumassage.gr/> (you will need to translate it)
- Detail what your client has tried before and why it did or didn't work: Nothing. 0 ADs and 0 copywriting on the website before I managed her marketing.
- Provide all recent measurable metrics obtained by the client : More appointments and revenue after we worked together.
- State the client's current revenue : 3000-3500€ per month. Considering that the minimum wage in Greece is 750€, she is making good money.
- Specify the source of your client's attention with numerical data. I tested different texts and media of this funnel with traffic and clicks goal for 1 day and these are the results :

<input type="checkbox"/>	Inactive	Advertising set	Expenses	click (all)	Resonance	Appearanc	Cost per click (all)	CTR (all)	Cost per result	Click on links	Cost per link click (CPC)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	11	€5.21	354	4,777	5,630	€0.01	6.29%	€0.04 Per link click	124	€0.04

NEW PERSONAL ANALYSIS:

After watching the LDC resources about the Landing Page and following Micah's comments and the new chat-bot instructions, I tried to refine the copy by connecting the problem with the solution/mechanism (Deep Tissue Massage), addressing the “reader’s thought process,” as Andrew mentioned in the LDC, and explaining the solution logically so they can fully understand how it works. I translated the entire copy from Greek to English, so I apologize if something sounds odd. I can assure you that in my language (Greek), it is perfectly written.

NEW COPY:

Finally Feel the Release of Tension in Your Body with a Deep Tissue Massage and Live Pain-Free!

What Might Be Causing Your Pain:

- **Musculoskeletal issues:** Persistent pain in muscles, joints, and ligaments causing discomfort.
- **Poor posture:** Prolonged poor posture causing muscle imbalances and tension.
- **Injuries or overexertion:** Physical activities that strain muscles beyond their limits.
- **Stress and tension:** Mental and physical stress that tightens muscles and creates pain.
- **Chronic or recent muscle strains (ψύξεις)**

How Deep Tissue Massage Can Relieve Your Pain: When muscle pain stems from the above causes, the solution lies in tissue recovery. Deep Tissue massage penetrates deeply into the muscle tissues, targeting areas where tension and stiffness accumulate. Through firm pressure and specialized techniques, it enhances blood flow and oxygen supply to the strained muscles, aiding in their recovery. At the same time, reducing muscle tension helps eliminate stress and tension. Unlike other methods, Deep Tissue massage focuses on the root of the problem, offering long-lasting relief.

Why Choose Deep Tissue Massage:

- ✓ **Immediate Pain Relief:** Experience immediate relief from intense muscle pain, feeling your body lighter and more flexible after just one session.
- ✓ **Improved Mobility:** Gain full flexibility and move with ease, free from the restrictions of pain.
- ✓ **Stress Reduction:** Eliminate stress and feel the difference with an instant boost in well-being, as the therapy increases serotonin and soothes your nervous system.

Testimonials < >

CTA

Book your appointment now and release the tension from your body! Start your journey to a pain-free life today!

FAQs (expandable titles):

1. Is Deep Tissue Massage painful?

The increased pressure on the muscle tissues is applied gradually after

intense friction has been performed and elasticity in the muscles has been achieved. Then, the therapist increases the intensity to ensure there will be no injury or discomfort. Any pain you may feel during the session is therapeutic and contributes to relief without causing discomfort.

2. **How many sessions do I need to feel relief?**

You will feel immediate pain relief from the very first session. The duration and intensity of the therapy depend on the time and depth of the issue, but one session will provide significant relief.