Advertorial Funnel Cheat Sheet

Quick reference for building high converting advertorial landing pages

1. The Basic Advertorial Structure

Step	Purpose
Problem	Introduce a relatable frustration or challenge the reader recognizes.
Why common solutions fail	Explain why typical approaches do not work long term.
New insight	Introduce research, observation, or expert perspective.
Solution	Present the product or routine naturally.
Why it works	Explain practical benefits and simplicity.
Next step	Invite readers to check availability or learn more.

2. High CTR Advertorial Headlines

Headline Pattern	Example
Researchers discover	Researchers Say This Habit May Help With Weight Control
Why most people fail	Why Most Weight Loss Plans Fail After 30 Days
Investigation	We Tested Popular Health Supplements. One Stood Out
Unexpected result	Nutrition Researchers Were Surprised by This Daily Habit
Routine framing	The Simple Morning Routine Nutritionists Recommend

3. Ideal Advertorial Page Layout

Headline
Editorial metadata (date, author, edition)
Hero image

Intro paragraph
Pull quote

Problem section
Research insight or fact box
Lifestyle image

Explanation section
CTA box

More article content
Final verdict
CTA

4. Visual Elements That Increase Trust

Element	Purpose
Editorial metadata	Makes the page feel like journalism.
Pull quotes	Break up text and highlight insights.
Research boxes	Summarize observations or data.
Authority references	Add credibility and context.
Lifestyle images	Maintain editorial tone.
Section cards	Create structure and readability.

5. Best CTA Placement

Mid article after explaining the problem
After presenting research or insights
Final recommendation at the end of the article

6. Advertorial Writing Style

Good advertorial copy feels informative, observational, and conversational.

Avoid aggressive marketing language.
Readers should feel like they are reading an article, not a sales page.