

Bridge Pages: Guide

Business Vision Academy · affiliate program

Document 2.1

18 pages. Six variants for each of three audiences. Every page is a single self-contained HTML file: image, hook, button. Nothing else.

A. What these pages deliberately do not contain

Not on the page	Why
Prices	The price is on the sales page. A bridge page that argues about money before the visitor is interested loses them at the number.
Course counts, module lists, curriculum	Product detail belongs where the product is sold.
The product name	The page sells the problem, the sales page sells the solution.
Testimonials	None exist with documented consent yet. See 8.2.
Countdowns, guarantees, income claims	Policy and legal exposure, no conversion benefit.

One consequence of removing prices: the full payment-structure disclosure that was required on the previous pages no longer applies, because the page makes no price claim. The affiliate disclosure is still mandatory and is still at the top of every page.

B. Structure of every page

Eyebrow	who this is for
Headline	the hook
One-line lede	the promise of the page, not the product
— IMAGE —	full width
Disclosure line	one small line, directly above the button
— BUTTON —	primary CTA, above the fold on mobile
Micro-line under the button	sets expectation for the next page
Body	4-6 short paragraphs, one pull quote
CTA box	repeat of the button
Sticky button	mobile only, always on screen
Footer	copyright, platform disclaimers, results line

On a 390 × 844 phone the image and the button are both visible without scrolling. On desktop the same order applies in a single 640px column, which is the readable measure for body text.

C. The six variants

File	Hook	Image	Best for
v1-freeze	You open it, you stare at it, you close the tab	Empty prompt box	Cold Meta, TikTok
v2-tabs	How many tutorials have you saved and never finished?	40 browser tabs	Cold Meta, native
v3-tasks	Seven things that stopped taking all afternoon	Before / after documents	Reddit, Quora, native, Pinterest
v4-hours	The hours come back in a specific order	A working week, hours highlighted	Meta, LinkedIn
v5-mistake	I got this wrong for two years	Desk late in the evening	Native, Taboola, Outbrain
v6-order	Nobody learns to drive from a playlist	Six numbered steps	Meta, YouTube, retargeting

D. The three audiences

The pages differ by **who they speak to**, not by what they sell. Body copy, examples and the eyebrow line change; the structure does not.

Folder	Audience	Sends to
ai-made-simple/	Office and admin roles, no technical background	AI Made Simple
ai-for-professionals/	Managers and senior individual contributors	AI for Professionals
ai-mastery-accelerator/	Career changers, freelancers, small business owners	AI Mastery Accelerator

v3-tasks has a different task list in each folder, because a manager's seven annoying tasks are not an admin's seven annoying tasks.

E. The images

Each page ships with an SVG illustration built into the file. They load instantly, weigh almost nothing, scale to any screen and cannot break.

To use your own photo instead, find this block near the top of the file:

```
<!-- REPLACE THIS BLOCK with your own photo if you have one:
  <div class="shot"></div> -->
<div class="shot"> ... svg ... </div>
```

Delete the whole `<div class="shot"> ... </div>` and put this in its place:

```
<div class="shot"></div>
```

Upload `hero.jpg` next to the HTML file. Use roughly a 16:9 image, at least 1200px wide, saved under about 200 KB.

Where to get photos you are allowed to use

Source	Licence	Cost
Unsplash	Free for commercial use, no attribution required	\$0
Pexels	Free for commercial use	\$0
Openverse	Mixed — check each licence	\$0
iStock / Adobe Stock	Standard commercial licence	\$10–40 per image

What works: a real desk, a laptop with a document on screen, hands on a keyboard, an ordinary office. Slightly imperfect and unposed beats polished.

What hurts: smiling models in a glass-walled office, glowing brains, humanoid robots, circuit-board patterns, anything with "AI" written in a futuristic font. Every buyer in this demographic has learned to discount that imagery, and it signals advertisement.

Never use a photo of an identifiable person in a way that suggests they are a customer. That turns an image into a testimonial and pulls in the substantiation requirements in 6.1.

F. Linking

Each page rewrites its own buttons from the URL it was opened with.

```
https://yoursite.com/tabs?aff=YOURCBID&tid=fb-beginner-tabs-v1
```

All three buttons on the page then point at the hoplink with your nickname and your campaign tag. One page, unlimited campaigns.

Set `PID` in the script at the bottom of each file once the vendor supplies the real ClickBank product IDs. The values in the files are placeholders.

Full deployment instructions, hosting and editing: document 7.1.

G. Which page for which traffic

Traffic	Page	Why
Facebook / Instagram, cold	v1-freeze , v2-tabs	Strong hook, no commitment asked
TikTok	v1-freeze , v6-order	Short, one idea, matches the platform rhythm
Native (Taboola, Outbrain)	v5-mistake , v3-tasks	Editorial format, coldest traffic
Reddit, Quora	v3-tasks	Lists survive scrutiny; sales pages do not
Pinterest	v3-tasks	Scannable, visual
YouTube ads	v6-order , v4-hours	Viewer has already had the pre-sell in the video
LinkedIn	v4-hours (manager folder)	Time is the professional currency
Retargeting	v6-order	Argument-led, for people who already know the offer
Google Search, high intent	Link straight to the sales page	A bridge costs conversions on intent traffic

Google Search is the exception. Someone typing a buying query wants the offer, not an essay. Send them to the vendor page directly.

H. Testing

Three pages, not eighteen.

Round	Test	Fixed	Data needed
1	v1-freeze vs v2-tabs vs v3-tasks	Audience, traffic source, ad creative	100 clicks each
2	Winner: SVG illustration vs a real photo	Everything else	100 clicks each
3	Winner: headline A vs B	Everything else	100 clicks each
4	Winner vs a different audience folder	Traffic source	150 clicks each

Below 100 clicks per page the difference is noise.

I. One risk worth naming

A short page with no product information and a prominent outbound button is, structurally, what ad platforms call a thin bridge page. Meta and Google both penalise those.

What keeps these pages on the right side of that line is that they are genuinely worth reading on their own: a real argument, a real list, a real account. A visitor who never clicks the button still got something.

Do not strip them further. If you cut the body copy down to a hook and a button, the page becomes a redirect with decoration, and it will eventually be flagged. The body is not padding — it is what makes the page legitimate.

Equally, the button text must be honest about what happens next. "Show me how this works" leads to a page explaining how it works. That is true. "Get free access" would not be.

J. The footer

Short, centred, three lines. Placeholders to replace before publishing:

Placeholder	Replace with
{{YEAR}}	the current year
{{BRAND_NAME}}	your site or business name, not the vendor's
{{PRIVACY_URL}}	your privacy policy page
{{TERMS_URL}}	your terms page

The platform disclaimer covers Google, YouTube, Meta, Facebook, Instagram and TikTok. Delete the lines for platforms you never advertise on; keep the rest.

The affiliate disclosure is not in the footer. It is a single small line placed directly above each button:

Advertising disclosure: we earn a commission if you buy through this page.

FTC guidance requires the disclosure to be clear, conspicuous and adjacent to the endorsement it qualifies. Sitting immediately above the button is the strongest placement available — better than a banner at the top of the page, which a visitor scrolls past before reaching anything to click.

It appears twice, above each of the two buttons. Do not delete either instance, and do not move it into the footer: footer-only disclosure has been an FTC enforcement target for years and is the specific pattern regulators look for.