The Essential Landing Page Checklist

25 Guidelines for Success

☐ **Headline Clarity:** Ensure the headline clearly communicates the value proposition.

☐ **Compelling Subheadings:** Use subheadings to support the main message and guide visitors through the page

☐ **Engaging Copy:** Write concise, action-oriented copy that resonates with the target audience.

☐ **Strong Call-to-Action (CTA):** Make the CTA button text compelling and visually striking.

☐ **Visual Appeal:** Include high-quality, relevant images or videos that enhance the message.

☐ **Consistent Branding:** Align the landing page design with your brand's colors, fonts, and style.

☐ **Navigation Simplicity:** Minimize navigation to keep visitors focused on the CTA.

☐ **Mobile Optimization:** Ensure the page looks great and functions well on mobile devices.

☐ **Loading Speed:** Optimize page elements to load quickly for better user experience.

☐ **SEO Optimization:** Use targeted keywords appropriately in titles, headers, and meta descriptions.

☐ **Social Proof:** Include testimonials, reviews, or logos of well-known clients to build trust.

☐ **Risk Reducers:** Add guarantees or refund policies to lower the perceived risk for new users.

- ☐ **Lead Capture Form:** Design forms to be simple and not overly demanding.

- ☐ **Privacy Assurance:** Clearly state that you won't share personal information.

- ☐ **Unique Selling Points (USPs):** Highlight what sets your offer apart from competitors.

- ☐ **Scannable Layout:** Use bullet points and ample white space to make information digestible.

- ☐ **Urgency and Scarcity:** Indicate limited availability or time-bound offers to encourage quick action.

- ☐ **A/B Testing:** Regularly test variations of your page elements to optimize conversions.

- ☐ **Analytics and Tracking:** Set up tools to track visitor behavior and conversion rates.

- ☐ **Accessibility:** Ensure that text sizes, colors, and navigation are accessible to all users.

- ☐ **FAQ Section:** Address common questions to preempt visitor doubts and barriers.

- ☐ **Chat Support:** Include an option for live chat to help resolve visitor queries instantly.

- ☐ **Retargeting Tags:** Implement tags for retargeting visitors who don't convert on the first visit.

- ☐ **Clear Exit Points:** Provide a clear method for visitors to close or leave the page if they choose.

- ☐ **Follow-up Strategy:** Plan and integrate an effective follow-up strategy for the leads captured.

About Make Your Mark

We help marketing leaders within organizations like yours gain visibility and growth online using the **Remarkable Growth Builder** method. This process combines real-time data, creativity, and innovative SEO, Online Advertising, and Social Media Marketing.

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