

Landing Page Checklist

- ☐ **Develop a clear outline:** Create a logical flow for your landing page before writing content.
- ☐ **Generate strong headlines:** Create 20-25 options and choose the most compelling one.
- ☐ **Write benefits-focused copy:** Emphasize how your product or service solves problems or meets needs.
- ☐ **Create a clear CTA:** Prompt visitors to take the desired action on your landing page.
- ☐ **Design appealing graphics:** Enhance your landing page's visual appeal and effectiveness.
- ☐ **Create a landing page:** Use tools to design your landing page easily.
- ☐ **Ensure consistent branding and style:** Align colors, fonts, and word choices with your brand's standards.
- ☐ **Proofread landing page copy:** Remove any errors and typos for a professional presentation.
- ☐ **Clarify your key selling point:** Ensure the headline and design elements clearly convey your landing page's purpose.
- ☐ **Create a comprehensive promotion plan:** Include PPC, social media, email campaigns, and other relevant channels.
- ☐ **Ensure consistent branding:** Maintain consistent messaging across promotional content.
- ☐ **Test form usability:** Ensure your lead generation form is easy to complete to improve conversion rates.
- ☐ **Establish success metrics:** Define your landing page KPIs. E.g., conversion rate, number of conversions, and page visits.
- ☐ **Do A/B testing:** Compare headline, layout, and copy variations to optimize your landing page.