

# 16-POINT LANDING PAGE CHECKLIST

## **Market Callout.**

Your visitor needs to know they're in the right place, so make sure you call out to them either directly (i.e. Attention: \_\_\_\_\_) or indirectly with recognizable images and vocabulary.

## **Clear and Concise.**

The best landing pages have a single message and make a single offer. Make sure your landing page isn't trying to do too much.

## **Easily Understood.**

If a visitor can't figure out what you're offering in 5 seconds or less, you'll lose them. Perform the 5-second test with friends or colleagues and make sure your landing page passes.

## **Compelling Headline.**

You need a clear, concise, benefit-rich headline that grabs your reader's attention and tells them they've come to the right place.

## **CTA Above the Fold.**

Most of your visitors won't scroll below the fold, so if you're making a free offer, give them a chance to take action without scrolling.

## **Contrasting Button Color.**

There's a lot of debate about button colors, but one constant is that the button color should contrast (NOT blend in) with the surrounding design elements.

## **Custom Button Text.**

"Submit" is not good enough. Test button text that gives a specific command or speaks to the end result (i.e. "Free Instant Access").

## **Social Proof.**

Social share icons, "As seen on" logos, testimonials, or referencing the number of downloads/ subscribers all let your visitors know they're making a smart decision by opting-in.

## **Limited Navigation.**

The landing page should incorporate arrows, boxes and other visual cues to draw the eye to the call-to-action area on your landing page.

## **Uses Visual Cues.**

The landing page should incorporate arrows, boxes and other visual devices to draw the eye to the call-to-action area.

## **Hero Shot.**

Typically an image or graphical representation of the lead magnet will bump conversions, but not always. So start with it as a control, but make a note to test without it, also.

## **Limited Form Fields.**

Don't ask for information you don't need! If you only plan to followup via email, just ask for name and email, at most. (In fact, test dropping the name field, too, if you don't plan to personalize your followup messages.)

## **Source Congruency.**

The text and imagery on the landing page should match (ideally exactly) the text and imagery that was in whatever ad or creative that brought the visitor to the landing page.

## **Brand Consistency.**

You don't have to stick your logo on every landing page, but the overall look and feel should be consistent with your core brand.

## **Enable Sharing.**

While landing pages don't typically go viral, some of your more altruistic visitors will click Facebook and Twitter share buttons, so make it easy and obvious for them to do it.

## **Visible Privacy Policy and TOS.**

Not only are privacy policies and terms of service required to advertise on some sites (including Google), they're also good for conversions.