

THE ULTIMATE LANDING PAGE OPTIMIZATION 28-POINT CHECKLIST

- Is your landing page targeted with just one objective in mind?
- Do all on-page elements support a single objective?
- Are the landing page structure and format clean in presentation?
- Does the landing page include a company logo and tagline?
- Does the landing page communicate a unique selling proposition (USP) for the target audience?
- Is there clear, actionable headline copy?
- Is there a prominent call-to-action that stands out in the landing page design?
- Is there motivational and informative call-to-action copy?
- Does the landing page copy focus on the benefits first and not the features?
- Are strong words and sentences emphasized in the landing page design?
- Is there any call for urgency and scarcity?
- Have you included any directional cues in the landing page design?
- Does your landing page contain any persuasive text?
- Does the landing page contain an authentic image, demo or sample of what is being offered?
- Are there any trust indicators to improve credibility and reduce potential anxiety?
- Do you offer anything for free on your landing page?
- Did you write using the second person ("you" instead of "I")?
- Did you reduce the amount of extraneous links (such as navigational links) to a minimum?
- Did you eliminate any irrelevant choices and distractions in the design and copy?
- Did you test different page lengths?
- Does your landing page load quickly?
- Are the most important calls-to-action and messages above the fold?
- Did you test different colors, sizes and locations of landing page elements?
- Did you remember to test changes to big and dominant elements first?
- Did you try personalizing the content of your landing page for different user types?
- Is the landing page mobile-friendly or using a responsive layout?
- Did you include a privacy policy and terms of service?
- Do you have different landing pages for different channels or campaigns?