CREATE A HIGH CONVERTING LANDING PAGE CHECKLIST

Landing pages are as different as the audience reading them. They have different call to actions, different readers, different products and services, and even different niches. However, there are several things to keep in mind when creating your landing pages. The following checklist will help you stay on track.

- ☐ Know Your Goal
    - o I know the goal for my landing page:
        - ▪ Lead generation
        - ▪ Lead Conversion

- ☐ Know Your Audience
    - o I know the specific segment of my audience that will be interested in this product or service. I've created an audience description or create a quick paragraph that describes who they are.
    - o I know the problem(s) that my audience facing as they relate to my product or service.

- ☐ The Path and Process
    - o I know how my visitor is going to navigate the process. They will:
        - ▪ Fill out a form (Lead gen)
        - ▪ Click and buy on a separate page (Lead conversion)
        - ▪ Click and subscribe on a separate page (Lead conversion)
        - ▪ Fill out a form and sign up for a free trial/demo/consultation etc…(Lead gen)

- ☐ I've Created an Attention Grabbing Headline
    - o It's benefit driven
    - o It's succinct
    - o It embraces power words and phrases

- ☐ I've listed the most powerful benefit(s) in my copy and they're clearly identified.

- ☐ Urgency/Scarcity
    - o I've chosen to integrate urgency or scarcity into my landing page

- ☐ Proof/Social Proof
    - o When relevant, I've added testimonials, reviews, and endorsements
    - o I've leverage images and logos to enhance social proof

- ☐ I've formatted my copy to make it easy to read.

- ☐ I've chosen relevant images to support my copy, not distract from it. I've considered:

    - o Colors
    - o White space
    - o Video
    - o Font and size
    - o Directional cues
    - o Other_____

- ☐ I've created buttons that identify the visitor's next step clearly and succinctly.

- ☐ I've created a clear and motivating call to action.

- ☐ My form format, including colors, font and images, supports the single goal that I have for my page.

- ☐ I've implemented systems to test and track a key element from my landing page to increase conversions.

- ☐ I've leveraged technology to make creating landing pages and tracking their success quick and easy.
    - o Instabuilder
    - o Other_____

Use this checklist to keep track of everything you need to do in to create a landing page that converts and grows your business.