

# 35-Point Landing Page Checklist

This 35-point checklist is a handy resource to audit your landing page's layout, copy, messaging, and conversion optimization before release.

It is recommended that, before you begin writing and planning the page layout, you can answer each of the following questions for your landing page in a sentence:

*For whom is the offer targeted?*

*What are the offer and single call-to-action?*

*When will you promote the offer?*

*How will you technically deliver the offer/download?*

*Why (what is the goal for you and the benefit for your audience)?*

*Where will you promote the offer?*

- Does your landing page messaging, copy and design support a single goal and call-to-action?
- Is your company branding and logo present so readers know who you are?
- Is the offer valuable and relevant to the target audience?
- Is the message clear and can it be scanned in less than 10 seconds?
- Does the landing page title answer the question: "what is this page about?"
- Does the headline, graphics, and ad artwork match the message?
- Does the headline use actionable, value-driven words?
- Is the copy organized with bullet points, headers, and subtitles?
- Is your copy compelling, free of spelling errors, and does it convey each feature as a benefit?
- Can the full copy be read in less than 1 minute?



- Have you included social proof such as testimonials, reviews, the total number of downloads, awards, or approval badges to overcome objections?
- If the offer requires multiple steps, have you informed the visitor of the time and steps needed?
- Do you have an explainer video to show how the product is used (if applicable)?
- Have you explained the value of the offer in quantitative terms – for example, “\$ value” or “number of pages or examples in an e-book”?
- Does the visual design of the page support company branding, ad artwork, and eye direction towards the call-to-action button?
- Is your call-to-action button written with an active verb phrase and clearly states what the visitor will receive if they click through – not “click here” or “submit”?
- Does your call-to-action have a sense of urgency?
- Does your call-to-action button visually stand out on the page?
- Is your call-to-action button positioned near the top of the page?
- Have you removed all visual & copy distractions, such as conflicting call-to-action buttons or links to other pages (remove the navigation bar, if possible)?
- Are forms short and only requiring necessary fields?
- Have you included a form field that helps to segment your email list for future relevant marketing offers?
- Does your confirmation page or email include additional instructions for downloaders to share, follow or complete some additional free offers?



- Do you have all downloaders automatically added to a drip marketing or welcome email series that starts immediately after download?
- Is the lead gen form set up to deliver the offer immediately – either by email or instant download?
- Have you included privacy and third-party sharing disclaimer near the form (ideally, there is an additional link to the full terms next to the email field)?
- If additional supporting information about the offer is needed, have you included it on the page or in lightboxes to keep traffic on-page?
- Have you included a sample or clip of the offer?
- Have you used statistics and data to support any claims or facts?
- Is the copy optimized for search with a single primary keyword phrase?
- Is the page optimized for search with the page title, meta description, and keywords?
- If you are using several inbound sources to push people to the page, such as a blog post, Facebook ad, or PPC ad, have you incorporated a unique identifier in the URL or another method to track the lead source?
- Is the page set up with heat map tracking and A/B testing for constant conversion improvements?
- Have you tested the page for technical ease-of-use and glitches?
- Have you tested the page for mobile responsiveness?