

Your Landing Page Checklist

A landing page is broken down into a variety of elements: copy, design, Call-to-action (CTA), form, user experience, social proof, tracking and integrations. Ahead, we've listed out all the points you should consider before publishing your website's landing page.

COPY

- All facts are accurate
- Copy has been edited for grammar, spelling, and punctuation
- The tone of voice matches your brand's style guide
- Copy is written with the target audience in mind
- Headline speaks to the benefit/s the product/service offers
- Sub-headline and/or body copy speaks to the features and selling points
- Copy is readable and holds the client's interest from start to finish
- Copy is formatted correctly

DESIGN

- Follow your distinct brand codes (colours, style, typography, etc.)
- Use no more than three fonts
- Add more white space
- Keep your design consistent throughout
- Use images that elicit an emotional response
- For info-rich pages, follow an F-shaped design hierarchy
- For design-rich pages, follow a Z-shaped design hierarchy
- Increase urgency through countdown timers and low inventory warnings

Call-to-action (CTA)

- Copy must be forceful with a sense of urgency
- Copy should be short and succinct, no more than 3 words
- Use active voice, not passive voice
- Consider the CTA placement (is it centre aligned?)
- Play with the colour and design of the CTA button for contrast
- Experiment with flashing GIF CTAs to catch the customer's attention
- Just have 1 CTA above the fold (top page before you scroll down) to increase conversions
- Use the same CTA below the fold (bottom page after you scroll down) to avoid confusion
- Use CTAs like "Buy Now", "Shop Now", "Get It Today", "Start Free Trial" etc.

FORM

- Designed for lead generation landing pages, forms can make or break your conversation rates
- Build your mailing list by collecting emails of potential clients
- Choose what other details you'd like to collect (full name, phone number, etc.)
- Make sure you seek the customer's permission to email. E.g. "By submitting your information, you're giving us permission to email you. You may unsubscribe at any time."
- Use the breadcrumb technique (multi-step form) to collect more information
- Consider the form length (fewer form fields vs. more form fields)

SPECIAL BONUS FOR WRITE WITH AI BOOK READERS

- A/B test different forms to see what works better
- Remember the KISS formula (keep it simple and sweet)

USER EXPERIENCE

- The landing page must be easy to navigate
- Copy and design elements must feel seamless
- Page speed should be fast
- The landing page must be mobile-friendly and compatible on all devices
- The CTA should be clear
- Double check for functionality (links work, buttons are clickable, etc.)
- Double check for formatting (content, design, etc.)

SOCIAL PROOF

- Social proof is necessary to increase conversions
- Testimonials give your brand credibility
- Customers trust multiple testimonials as opposed to just one
- Include text testimonials as well as videos of your clients
- Testimonial must speak to how your product/service has created an impact
- Include any awards/media recognition your brand has received
- Get a celebrity/public figure to endorse your brand

TRACKING & INTEGRATION

- Track your user statistics using apps like Google Analytics to see what's not working
- Integrate your landing page with marketing tools like Hubspot, Autopilot, etc.
- Check your Click-Through-Rate (CTR) to see the CTA's performance
- Explore visitor engagement on your website and the conversion rate
- Track your sales and top selling items
- Check your site's bounce rate (the lower, the better)