

Landing Page Checklist

Created By



Copyright 2020 – All Rights Reserved – Designed-4-U

1

HEADLINE

The headline needs to grab the attention of the visitor, use clear and concise wording with benefit driven keywords. The ideal length is about 17 words, but this may vary between niches.

2

5 SECOND TEST

Your offer **MUST** be easily understood. As a golden rule if your visitor doesn't get what you are offering in under 5 seconds then they will leave your page and move on. Test your page with friends and family before going live with your offer.

3

MAKE IT CLEAR

Keep your landing page to one single offer, having more than one offer on the page will confuse your visitor and could cause them to leave without opting in to anything.

4

USE IMAGE

Using an image of the product will help conversions but not always so be sure to test with and without before settling for your optimum page.

5

BRANDING

It's not essential to have your logo on every landing page but keeping all our pages in line with your brand is always a plus. By keeping the look and feel across your website and landing pages will mean people start to recognize your brand.

6

BUTTON COLOR

There's always been that debate about which color converts best on the button, but what's always been clear is that having a contrasting color to your surrounding elements. This enables the button to stand out to the visitor.

7

Customized Button Text

Submit or sign up just doesn't cut it these days. Use text that gives a specific command to the visitor (eg. Please send me the report) again testing is always a good idea to see the best performing text.

8

MINIMISE FORM FIELDS

Keep the information required that the visitor needs to fill in to a minimum. Name and email work well as you add more your conversion is bound to drop. Some companies just ask for an email now to maximize this.

9

AVOID SCROLLING CTA

Most visitors will never scroll down the page, so create your call to action so it's visible from when the page loads. This will give them a chance to take action without the need to scroll down.

10

SOCIAL PROOF

Let your visitor know they are making the correct decision when signing up by using social proof such as testimonials, download / subscriber numbers or “featured in” and “as seen on tv”

11

NAVIGATION

Limiting the navigation on your landing page is the best option after all you want your visitor to sign up for your offer you don't want them to head off to other page on your website... The only navigation should be for disclaimer, privacy policy and Terms of services which leads us to #12.

12

USE VISIBLE PRIVACY POLICY & TOS

Having visible PP and TOS links not only increase your conversions but when you advertise some sites make them a requirement for your ad to be shown. One of these sites is Google !

13

DRAW ATTENTION TO THE CTA

Use some visuals to draw attention to the call to action area by using arrows, borders and content boxes.

14

PEOPLE LOVE TO SHARE

Enabling social sharing buttons probably will not make your page go viral but people do love to share so be sure to include them and make sure they are easy to see making it as easy as possible to use.



To create all your custom landing pages and sales funnels in Wordpress make sure you check out [Thrive Architect](#) .
It's what I have used for a few years now and have yet to find a better page builder.