



---

# LANDING PAGE CHECKLIST

---

For more information and a detailed description visit [DoneForYou.com](https://DoneForYou.com)

- ☐ 1. Use your customer's language
- ☐ 2. Craft a compelling headline
- ☐ 3. Use a complimentary sub-headline
- ☐ 4. Write professional, solid, landing page copy
- ☐ 5. Attention-grabbing hero image
- ☐ 6. Your hero image needs to direct people towards the registration form
- ☐ 7. Keep the number of required form fields to the minimum
- ☐ 8. Only one call to action (CTA) per page
- ☐ 9. Benefit-driven CTA text
- ☐ 10. Above-the-fold CTA
- ☐ 11. Striking CTA button
- ☐ 12. Stripped out navigation
- ☐ 13. Avoid content clutter
- ☐ 14. Clear offer and benefit
- ☐ 15. Landing page copy should be a continuation of the ad copy
- ☐ 16. Understand buyers' emotions that drive sales
- ☐ 17. Social proof
- ☐ 18. Trust elements
- ☐ 19. Links to "privacy policy" and "terms of service"
- ☐ 20. Eliminate risk
- ☐ 21. Give prospects a way to contact you
- ☐ 22. Offer bonuses
- ☐ 23. Keep it simple
- ☐ 24. Brand congruence
- ☐ 25. First impression and design
- ☐ 26. Mobile responsiveness
- ☐ 27. Loading time