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| TeCHICAL LANDING PAGE Checklist |
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# For more information and a detailed description visit [DoneForYou.com](https://doneforyou.com/landing-page-checklist-lead-generation)

Page elements

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|[ ]  1. Use one form |
|[ ]  2. Have as few form fields as possible |
|[ ]  3. Have one Call to Action (CTA) per page |
|[ ]  4. Clear and large headline |
|[ ]  5. Have headshots of real people |
|[ ]  6. Add social proof, like client logos or testimonials |
|[ ]  7. Test for mobile responsivenessTracking |
|[ ]  8. Insert Facebook Pixel |
|[ ]  9. Add custom “event” code |
|[ ]  10. Insert Google remarketing tag |
|[ ]  11. Insert any third-party tracking code |
|[ ]  12. Add Google Analytics tracking script |
|[ ]  13. Use UTMs in your traffic campaignsSplit testing |
|[ ]  14. Split test headline |
|[ ]  15. Split test CTA |
|[ ]  16. Split test… (any important element) |
|[ ]  17. Gather and analyze dataAutomation and website tracking |
|[ ]  18. Email follow-up sequences setup |
|[ ]  19. Use automation to segment your lists |
|[ ]  20. Add the website tracking code that you’ll find your email platform |
|[ ]  21. Test that all scripts and tags are working |
|[ ]  22. Optimize for loading speed |