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|  | |  | | --- | |  | | TeCHICAL LANDING PAGE Checklist | |  | |

# 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 responsiveness  Tracking |
|  | 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 campaigns  Split testing |
|  | 14. Split test headline |
|  | 15. Split test CTA |
|  | 16. Split test… (any important element) |
|  | 17. Gather and analyze data  Automation 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 |