

Landing Page Checklist

- CLEAR VALUE PROPOSITION
- ALIGN THE BACKGROUND IMAGE WITH YOUR
- OFFER CREATE SHORT FORMS
- PLACE A CALL TO ACTION - ABOVE THE FOLD
- ADD SOCIAL PROOF
- KEEP ATTENTION LASER-FOCUSED WITH 1:1 RATIO
- USE ADAPTED LANGUAGE TO MAKE IT PERSONAL
- SHOW THE PROCESS OR HOW-TO STEP BY STEP
- USE BULLET POINTS TO PRESENT YOUR FEAUTRES
- OPTIMIZE THE SPEED OF YOUR LANDING PAGE
- SHOW WHAT, WHY AND HOW
- TRIPLE CHECK AND MAKE IT MOBILE FRIENDLY
- CREATE SENSE OF URGENCY / FOMO EFFECT
- REPEAT THE CALL TO ACTION