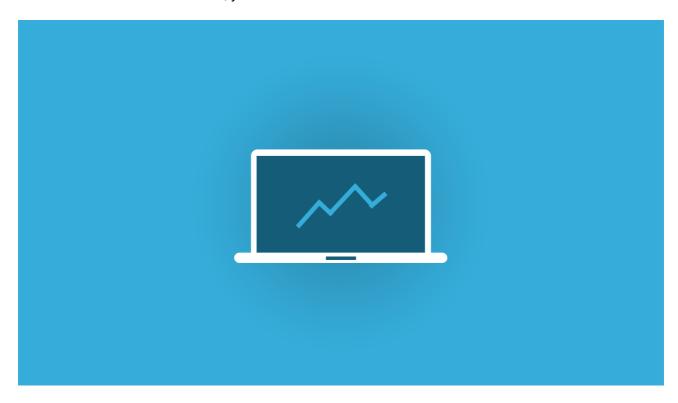
The Essential Landing Page Checklist: 16 Things You Need to Double Check

Whether you're setting up a landing page for the first time or the billionth time, it's easy to forget something. Though it's just one page on your website, there are lots of moving parts you need to juggle. Some of those moving parts are more important than others -- if they get dropped in the chaos, you will lose out on valuable conversions.



Landing Page Content

Copy	
	layout or user experience, skip to the sections below.
	zoomed-in look at the elements that you're creating for the landing page. For bigger-picture issues such as the landing page
	This section is dedicated to all of the content you put on the landing page – namely the copy, images, and form. It's a

Headline uses actionable, value-driven words. Headline matches source copy. Sub-header concisely describes the benefit of the offer. Body copy is scannable, scrollable, and compelling. Page title, URL, and meta description are all optimized for search.

Images

	6. Image is indicative of what you'll get after filling out the landing page form
	7. Image has alt-text.

Form		
Landing Page User Experience		
Make and Share Free Checklists checkli.com		