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

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

Copy

- [ ] 1. Headline uses actionable, value-driven words.
- [ ] 2. Headline matches source copy.
- [ ] 3. Sub-header concisely describes the benefit of the offer.
- [ ] 4. Body copy is scannable, scrollable, and compelling.
- [ ] 5. 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

- [ ] 8. Form is the proper length for landing page goal.
- [ ] 9. Submit button copy is customized.
- [ ] 10. Form enabled progressive profiling for return visitors.

Landing Page Layout

- [ ] 11. Landing page content passes the blink test.
- [ ] 12. Top navigation menu is removed.
- [ ] 13. Layout is responsive.

Landing Page User Experience

- [ ] 14. Smart content has logical default tokens.
- [ ] 15. Content behind the form is mobile-friendly.
- [ ] 16. Thank-you page and/or kickback emails are set up and functional.

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