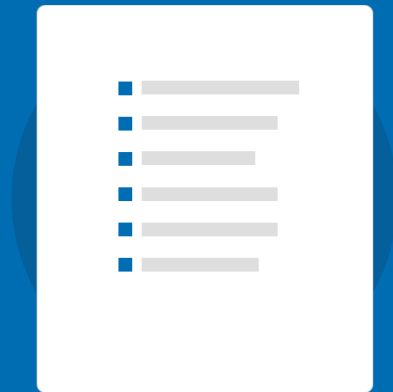


The 37-Point Landing Page Checklist That Scores Conversion Goals



Copy

- | | |
|---|---|
| ☐ 1. Headlines | ☐ 2. Sub-headers |
| ☐ 3. Message Match | ☐ 4. Readability |
| ☐ 5. Urgency | ☐ 6. Tone |

Image

- | | |
|---|--|
| ☐ 7. Alt-text | ☐ 8. Unique selling proposition (USP) image |
| ☐ 9. Relevant | ☐ 10. Branding |
| ☐ 11. Storytelling | ☐ 12. Visual Cues |
| ☐ 13. Colors | |

CTA

- | | |
|---|--|
| ☐ 14. Clear Design | ☐ 15. Clear Message |
| ☐ 16. Threat Level | |

Form

☐ 17. Length

☐ 18Multi-Step

Layout

☐ 19. Navigation

☐ 20Responsive

☐ 21. Length

☐ 22. Logo

☐ 23. Footer

User Experience

☐ 24. Mobile-Friendly

☐ 25. Functional Elements

☐ 26. Thank You Page

☐ 27. Detailed Opt-in Experience

Goal Clarity

☐ 28. Blink test

☐ 29.

☐ 30. No Distractions

☐ 31. Simplicity

Trustworthiness

☐ 32. Social Proof

☐ 33. Badges

☐ 34. Testimonials

☐ 35. Realistic

☐ 36. No Negative Thinking

☐ 37. Emotions

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