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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