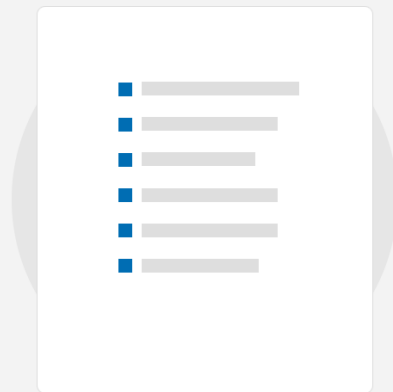


# THE ULTIMATE 20-POINT LANDING PAGE CHECKLIST

You probably already know that the landing page is the most important part of your website. After all, that page can determine whether a random visitor turns into a lead for your business or a stat in your bounce rate. Maybe you've even read a few landing page checklists already, trying to figure out what strategy to use.



- ☐ 1. ONE PRIMARY CALL TO ACTION
- ☐ 2. LEAD CAPTURE FORM
- ☐ 3. INTEGRATION
- ☐ 4. HEADLINE
- ☐ 5. SUB-HEADLINE
- ☐ 6. VALUE PROPOSITION
- ☐ 7. BULLET POINTS
- ☐ 8. CONTENT
- ☐ 9. TRUST ICONS
- ☐ 10. HERO IMAGE
- ☐ 11. SOCIAL PROOF
- ☐ 12. DESIGN
- ☐ 13. BUSINESS CONTACT INFORMATION
- ☐ 14. PHONE NUMBER
- ☐ 15. PRIVACY POLICY LINK

- ☐ 16. GOOGLE ANALYTICS
- ☐ 17. CONVERSION TRACKING
- ☐ 18. HEAT MAP TRACKING
- ☐ 19. REMARKETING PIXELS
- ☐ 20. STEPS

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