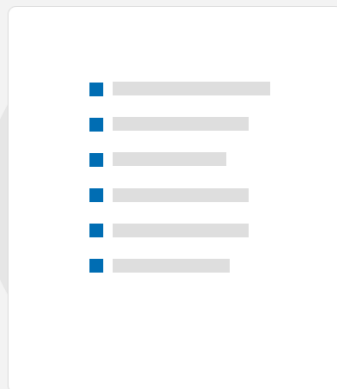


# THE ULTIMATE 20-POINT LANDING PAGE CHECKLIST

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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