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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