

5-point Website Landing Page Design Checklist

Website Landing Page Design Checklist to Improve Conversions and Sales

☐ **Headline**

Create a user-oriented headline and include short, concise bullet points to communicate your brand's vision.

☐ **Simple design**

Be direct and explicit; get straight to the point

☐ **Write Compelling copy**

☐ **Include Engaging, Actionable Call-to-Actions (CTAs)**

☐ **Show off your Brand Logo**