

25-POINT LANDING PAGE CHECKLIST

Use the 25-Point Landing Page Checklist to ensure your page is effectively designed to help boost the conversion rate of all your campaigns!

- Does your headline say what the page is about and relate to your PPC ad?
- Does your sub-headline further refine your message?
- Is your landing page focused on a single purpose?
- Could someone understand the message in 5-10 seconds?
- Does the visitor understand what they will get in exchange for contacting you?
- Does the copy focus on benefits rather than features?
- Are you using a unique image that tells the story? (no generic stock photos)
- Do you have an obvious call to action?
- Does your landing page look professional?
- Is your Opt-In form visible without having to scroll?
- Did you eliminate extraneous navigation from the page?
- Are you asking only for the minimum contact info that you need?
- Is there continuity between your landing page and your web page?
- Do you have a privacy policy link or statement near the submit button?
- Is your submit button more interesting than just "Submit"?
- Is your landing page as focused as your elevator speech?
- Did you articulate the value of your giveaway item (white paper, discount, etc.)?
- Did you use trust icons and testimonials where appropriate?
- Did you offer multiple contact options (phone, email form, live chat, etc.)?
- Did you use light boxes (pop-outs) to offer additional information without the visitor having to leave the page?
- Is your offer time sensitive to create a sense of urgency?
- Are you using your confirmation page to "remarket" to the visitor? (Follow us, share this page, additional offers, survey, etc).
- Are you creating separate landing pages to segment your leads? (PPC, Display advertising, email, print)
- Have you designed your page as a template so that you can repurpose the page in the future?
- If you have a multi-step process, did you make it clear how long it will take or how many steps it will take? (Take our two-question survey, etc).

About WSI – we simplify the Internet:

WSI is the world leader in Internet marketing, Internet consultancy and Internet development services worldwide. By using innovative Internet technologies and advanced digital marketing strategies, businesses can have a WSI Digital Marketing Solution tailored to their individual needs to elevate their Internet presence and profitability to new levels. For more information about the Digital Marketing tactics presented in this webinar please contact your WSI Consultant or email us at: webinars@getwspowered.com.

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