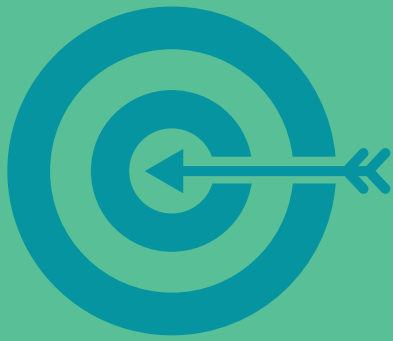




COPYWRITING

LANDING PAGE CHECKLIST TO BOOST YOUR LEADS



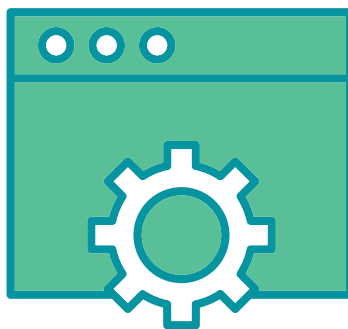
WHY ARE SOME LANDING PAGES SUCCESSFUL WHILE OTHERS AREN'T?

Why do some SaaS brands see high conversion rates on their landing pages, while others can't seem to get more than a few people to fill out a form or request a demo?

Your landing pages have a big job to do. They have to draw visitors to take action — visitors who don't know you, who are skeptical of marketing claims, and who have short attention spans. Don't waste opportunities to convert those visitors to leads or customers.

To get landing page visitors to take action, you need to optimize your pages for performance. Integrating principles of behavioral psychology and conversion optimization will result in pages that convert. If you're wondering why your landing pages aren't generating more leads, it could be because you're not following these principles.

This checklist will let you know how you're doing, and tell you if you need to make some adjustments to your landing pages to start generating the leads or customers you're looking for.



CHECKLIST

- Does your landing page headline match the headline on your original PPC ad or email?
- Is your messaging focused on a primary pain point?
- Could a prospect understand the purpose of your landing page within five seconds?
- Is it clear who your company is and what you do? (Are you using a logo and tagline)?
- Do you have a simple subheading to make your headline crystal clear?
- Do you use bullet points to describe the benefits of your product/service?
- Are you using a relevant and original main image or video?
- Does your page message have the clarity of a 30-second elevator pitch?
- Have you removed extraneous links (like the main navigation and social icons)?
- Does your landing page explain how your product/service delivers unique value?
- Does the copy focus primarily on benefits rather than features?
- Are your claims and facts verifiable?
- Is the messaging consistent with where prospects are likely to be in the buyer's journey?
- Is the copy consistent with real customer language and does it avoid your own jargon?
- Is your CTA appropriate for where the prospect is in the buyer's journey?
- Are you using one primary call-to-action?
- Do you provide testimonials and other trust indicators?
- Do you offer multiple contact methods if someone wants to get in touch?
- Do you use visual cues (eye direction or graphical arrows) to direct attention to CTA?
- Do you make it clear what the visitor will receive by clicking your CTA?
- Does the CTA clearly stand out from the rest of the elements on the page?
- Did you resist asking for any unnecessary information in your form?
- Do you repeat your offer in the form area to reinforce the purpose of your form?
- Does your landing page appear to be professionally designed?
- Does the design of your landing page match the visual style of your ad/email?
- Does the design match the style of your brand?

CHECKLIST

- Are you including a link to your privacy policy next to the email field of your form?
- Are you using your confirmation page to provide the user with further instructions?
- If you have a multi-step process, do you make it clear to users?
- Have you tested length of copy to understand how much information is optimal?
- Are you doing A/B testing on your pages to further optimize?

Need help with your landing pages?



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