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LANDING PAGE DESIGN CHECKLIST

This checklist serves as a guideline for web designers and marketing professionals to create high-converting landing pages.

1. HEADLINE & VISUALS

- ☑ Use a short, strong, and result-oriented headline.
- ☐ Include one high-quality, relevant image that answers 'Is this for me?' within 3 seconds.
- ☐ Avoid generic stock photos; use real images where possible.

2. VALUE PROPOSITION & BENEFITS

- ☐ Clearly explain why your product/service is unique.
- ☐ State the key benefits and how they improve the visitor's life.
- ☐ Identify and address customer pain points.
- ☐ Highlight how your solution brings positive change.

3. TRUST & CREDIBILITY

- ☐ Include real testimonials with names, locations, and photos for credibility.
- ☐ Display client logos, affiliations, and certifications.
- ☐ Provide multiple contact methods (form, phone number, email, social media).
- ☐ Offer a clear guarantee (money-back, satisfaction, or results-based).

4. CALL TO ACTION (CTA)

- ☐ Use a strong and action-driven CTA (e.g., 'Get Started Today').
- ☐ Make the CTA button large, colorful, and attention-grabbing (e.g., orange).
- ☐ Ensure the CTA is personal and relevant to the offer.
- ☐ Remove navigation links to minimize distractions.

5. CONTENT & FORMATTING

- ☐ Ensure the page follows a logical flow: Explanation → Benefits → Testimonials → CTA.
- ☐ Use impeccable grammar and error-free copy.
- ☐ Utilize power words such as 'easy', 'quick', 'today', 'limited', and 'instantly'.
- ☐ Avoid too many choices to prevent decision fatigue.

6. CONVERSION OPTIMIZATION

- ☐ Use A/B testing tools like Google Optimize or Optimizely.
- ☐ Embed a video to enhance engagement and conversion rates.
- ☐ Create a sense of urgency with limited-time offers or stock availability.
- ☐ Consider using real-time social proof (live social media feeds).

7. LANDING PAGE TYPES

- ☐ Choose between:
- ☐ Click-through pages (directing visitors to a checkout or payment page).
- ☐ Lead generation pages (collecting visitor details in exchange for an offer).
- ☐ Ensure a single, clear call to action per page.