

CREATING A LANDING PAGE THAT CONVERTS CHECKLIST



Want to improve your conversions? Do you want to turn your landing page into a sales-machine? Find out the steps you need to take to create a landing page that really converts with this short checklist:

1 ESSENTIAL ELEMENTS

- Did you include your logo?
- Did you create a compelling headline?
- Did you include a service/product demonstration?



2 OPTIMIZING YOUR PAGE

- Are you being specific and to the point?
- Are you offering something of value to your visitors?
- Is there a call to action?

3 CALL TO ACTION

- Are you giving visitors a reason to take action?
- Have you included a call to action button or form?

4 CONFIDENCE BUILDING

- Are you giving your visitors reasons to trust you?
- Have you included testimonials on your page?
- Are you showing visitors how your product/service can improve their lives?



5 SERVICE/PRODUCT DEMONSTRATION

- Are you giving examples of what your product/service can do?
- Are you explaining well enough why visitors would benefit from your product?



6 A/B TESTING

- Are you testing your landing page?
- Are you making one change at a time?

