



The Only LANDING PAGE CHECKLIST You'll Ever Need

instapage

- Does your landing page headline match your ad?
- Does your landing page design follow somewhat the same theme and design as your ad?
- Does your landing page follow the same voice as your ad?
- Does your landing page have one single purpose?
- Can your landing page pass the 5 second test?
- Do you have ample branding on your landing page? (can be a logo or a tagline)
- Does your landing page have bullet points to explain the benefits of the service or product?
- Does your landing page feature an image or video that shows context of use?
- Does your landing page supporting headline confirm the argument the main headline makes?
- Does your landing page copy use "You" and "Your" instead of "I" and "We"?
- Can your landing page copy independently explain what your service/product is about?
- Does your main headline answer the visitor's question, "What have I come on this page to do?"
- Have you scrapped all distraction points from your landing page? (navigation links)
- Does your landing page clearly explain your Unique Value Proposition?
- Does your landing page copy focus more on benefits of the service rather than the features?
- Does your form ask unnecessary intruding questions?
- Does your landing page include personalized landing page testimonials?
- Is your CTA button prominent? Is it visible from 3 feet away?
- Is your CTA button contrasting with the rest of your landing page?
- Does your CTA button clearly explain what your visitors are going to get after they click on your button?
- Does your landing page feature certifications and logos of partners or affiliates?
- Have you verified all the claims that you make on your landing page?
- Does your landing page make use of directional or other visual cues?
- Do you use urgency on your landing page?
- Do you use the right colors on your landing page?
- Do you have a separate page for different campaigns? (PPC & lead gen)
- Have you A/B tested all the elements on your landing page?
- Do you use social proof on your landing page?
- Have you tested a long landing page with a short one?
- Does your landing page have more than 3 CTAs? (that may be one too many)
- Does every landing page element enforce the same concept and idea?
- Is your landing page form too long?
- Is your lead capture form arranged in fields?
- Have you used Instapage for your landing page needs?