



# Checklist

to build landing pages  
that convert

# A checklist to build a landing page that converts:

## Clearly define your target audience

Who are you trying to reach with this landing page?

## Clear Value proposition

A concise and compelling statement of the main benefit you provide to your prospects is a clear value proposition. Which product or service does this website offer? What is unique about this product or service?

## Set a specific goal for the page

When visitors arrive at the page, what do you want them to do? Purchase anything, register for a newsletter, get a whitepaper, etc.

## Use a compelling headline

The headline is the first thing people will see when they land on the page, so it needs to grab their attention and explain the value of your offer in a few words.

## Make the offer clear and compelling

Explain what you're offering and why it's valuable to the reader. Use bullet points to highlight the key features and benefits.

## Use social proof and testimonials

Testimonials, ratings, and reviews can all help build trust and credibility with your audience.

## Keep the page design simple and clean

Make it simple for people to find what they're looking for by using a clear hierarchy and a simple, uncluttered style.

## Use strong calls to action

Make it easy for people to take the next step, whether it's making a purchase, filling out a form, or downloading a whitepaper.

## Optimise for mobile

More and more people are accessing the web on their smartphones, so it's important to make sure your landing page is mobile-friendly.

## Use images and videos:

Visual elements can help make your page more engaging and help people better understand your offer.

## Use whitespace effectively:

Avoid stuffing your page with excessive material or photos. To give the page a neat, uncluttered appearance, use whitespace.

## Use formatting to your advantage

Use headings, bullet points, and bold text to make the page easy to scan and highlight important information.

## Use A/B testing:

To determine which landing page works the best, try experimenting with different iterations. This might assist you in determining what functions well and what doesn't so that you can gradually improve your page.



# How does a landing page looks like?

## HEADER

- Value proposition
- Matching visual
- Tagline
- Form
- Call to action

## SECTION 1

- Description + Video if possible

## SECTION 2

- How to use the service or product

## SECTION 3

- Social proof

## SECTION 4

- Call to action -> Link to the header

# Ready to improve conversions on your website?

Book a strategy call with us to set up your project plan for success and avoid the most common mistakes that can cost you a lot of money, time and frustration.



Push the button