imagine
BUSINESS DEVELOPMENT

Landing Page **Checklist**

Template

☐ **Correct template is chosen for landing page offer**

Copy

☐ **Headline uses actionable, value-driven words.**
- Does the headline entice someone to take action?
- Does is explain what the offer is?

☐ **Headline matches source copy.**
- Does the headline correspond with the CTA copy?

☐ **Sub-header concisely describes the benefit of the offer.**

☐ **Body copy is scannable, scrollable, and compelling.**
- Does the copy use bullets?
- Is the copy action-oriented?
- Is the copy value-oriented? Does it answer so what? And convince visitors that the offer is worth their time
- Does the copy include keywords?
- Is the copy in second person?

Meta Description

☐ **Uses enticing copy to describe what the offer is featured in the landing page**

☐ **No more than 140 characters (1-2 sentences)**

☐ **Utilizes targeted keywords**

Form

☐ **Form is the proper length for landing page goal.**

- TOFU pages- keep forms short
- MOFU pages- use longer forms requiring more information

☐ **Submit button copy is customized.**

- Does the button have action-oriented language?

☐ **Form enabled progressive profiling for return visitors.**

- Does the form show new form fields only to returning visitors?

☐ **Form submission notification emails are set up for the appropriate people**

- Who will receive an email alerting that someone has filled out the form?

☐ **Include "subscribe to blog" checkbox**

Landing Page Layout

☐ **Landing page content passes the blink test.**

- Do you know what your landing page is about by looking at it for 5 seconds? What the value proposition is?
- How to get the offer behind the landing page?

☐ **Top navigation menu is removed**

☐ **Layout is responsive to mobile and tablet users**

Landing Page User Experience

☐ **Thank-you page and/or kickback emails are set up and functional.**

- Does the link in the email offer the right piece of content that the landing page offers?

☐ **Properly redirects to Thank You page**

☐ **Thank You page includes:**

- The original offer
- Logical secondary CTA
- Social sharing buttons
- Opportunity to connect on social
- Links to other free, relevant blog content
- Navigation

SEO

☐ **Page title, URL, and meta description are all optimized for search**

☐ **Page Performance report checks green for SEO**