Landing Page Checklist

A *landing page* is a doorway to your website and should be focused on a specific goal to increase traffic through this gateway. Apply this checklist for every landing page you create for your website.

Business Goals

☐ Identify Primary Goal

Goal : _____

☐ Determine Primary Audience

Audience : _____

☐ Does page work for other audiences?

☐ How does this page compliment your business?

Compliment : _____

Page Appearance

☐ Follow the Brand of the website and company

☐ Make the page clutter free

☐ Easy-to-navigate

Marketing

☐ SEO Keywords _____

☐ Optimize page for SEO keywords (Title, URL, H1, Links, Paragraphs/Content, Bold, Images)

☐ Page's Call To Action _____

Test Market Survey

Test your new landing page with random visitors, preferably those who know little about your goals and even less about your company, for honest, unbiased responses. After these individuals have viewed the page, ask them the following questions:

1. How does the page describe the company?

   _____

2. How would you present the information in a clearer fashion?

   _____

3. What will you do next on this webpage?

   _____

Use the answers to evolve your landing page into successful business turnover.