

Landing Page Conversion Checklist

A focused checklist for one specific landing page's conversion elements.

Above The Fold

- ☐ Headline clearly states the offer or value, understandable in 5 seconds
- ☐ Subheadline adds just enough context, doesn't repeat the headline
- ☐ Clear call-to-action visible without scrolling

Copy

- ☐ Written around the visitor's problem, not just your product's features
- ☐ Specific, not vague ("saves 15 hours a month" beats "saves time")
- ☐ Free of jargon a first-time visitor wouldn't understand

Trust Elements

- ☐ Social proof present near the decision point
- ☐ Any claims are specific and backed by something concrete
- ☐ Contact information or a way to ask questions is easy to find

The Conversion Point

- ☐ Form or CTA asks for the minimum information actually needed
- ☐ Button copy is specific ("Get My Free Audit" beats "Submit")
- ☐ What happens after conversion is clear

Technical

- ☐ Loads fast, especially on mobile
- ☐ Tested on an actual phone, not just a resized browser window
- ☐ No broken links or dead-end clicks

One Goal Per Page

- ☐ The page has a single, clear conversion goal, not five competing calls to action