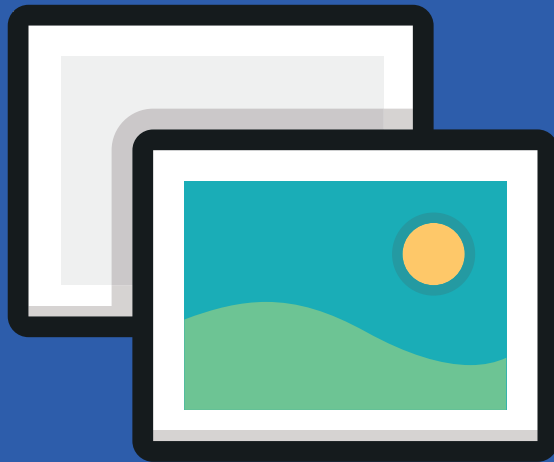




the 52-point

Landing Page

design checklist



- Are you using a relevant and non-stock main image or video that shows your product or service being used (context of use)?
- Does your landing page headline match the message on your ads?
- Does the design of your landing page match the visual style of your display ads?
- Is your landing page messaging focused on a single purpose?
- Could a stranger understand the purpose in 5-10 seconds?
- Is it clear who your company is and what you do?
- Is the attention ratio of your page 1:1?
- Do you use a separate landing page for every promotion/campaign?
- Does your landing page follow the principle of unity, where every element of the page is focused on explaining a single concept?
- Does your page load quickly (less than 2 seconds)?
- Does your landing page appear to be professionally designed?
- Does the design match the style of your main website or brand?
- Do you have a sub headline to enhance the clarity of your headline?
- Have you removed links (like the global nav) that lead visitor away from the page?
- Do you use lightboxes or content sections to show extra information without leaving the page?
- Do you show certifications or logos of partners/affiliates/security registrations?
- Does your form only ask the questions that you need answered to turn a visitor in to a qualified lead (to reduce form friction)?
- Do you provide examples of previous customers using or complimenting your product or service (like testimonials) to increase your trust factor?
- Is it clear what the visitor will receive by clicking your CTA or submitting the form?
- Have you removed any links, other than the CTA, from around your form?

- If your form stood alone could you still understand it's purpose?
- Do you repeat your offer in the form area to reinforce what the purpose of your form is?
- Do you use visual cues (eye direction or graphical arrows) to direct attention to CTA?
- Is the CTA large enough to stand out from 6ft away?
- If you squint can identify your form and CTA?
- Does the CTA use contrast to stand out from the rest of the page?
- Is your CTA in a prominent position near the top of the page?
- Is your form encapsulated to make it clearly stand out as the most important part of the page?
- Have you tested a short page design vs a long page design to better understand how much information your visitors need?
- Does your CTA button say something other than "Submit" or "Click Here"?
- Did you avoid putting anything in close proximity to your form submit CTA?
- Do you use size to draw attention to your CTA?
- Did you avoid using in-line form field labels?
- If you have a multi-step form, do you make it clear to visitors?
- Have you limited the number of CTA's on your page to 1? (Unless it's a long page in which case it's okay to repeat it).
- Did you limit that numbers of colors on your page (no more than 3)?
- Is your design consistent, using the same fonts and colors throughout the page?
- Do you use relevant icons to help explain concepts or enhance bullet point content?
- Did you design the page to allow for proper information hierarchy?
- Is your landing page optimized for mobile, is it responsive?
- Do any of your page elements break content boundaries to show importance?
- Does your page have plenty of whitespace?

- Are like elements near each other, or in close proximity?
- Did you remove social sharing buttons?
- Is your paragraph text at least 14px to make sure your copy is easy to read?
- If your offer is valid for a limited time, did you make it clear for the sake of urgency?
- If you use video, is it click to play instead of auto-play?
- Do you end your video with a call to action?
- Did you include a caption near your video to entice the visitor to play it?
- Are you using your confirmation page to provide the new lead with follow up opportunities?
- Does your page avoid using a pop-up lead generation window?
- Is your information aligned in an easy to read format?

Need Help With a Responsive Landing Page Design?

Combining landing page best practices with web design that serves a purpose, and isn't just for show is the start to conversion.

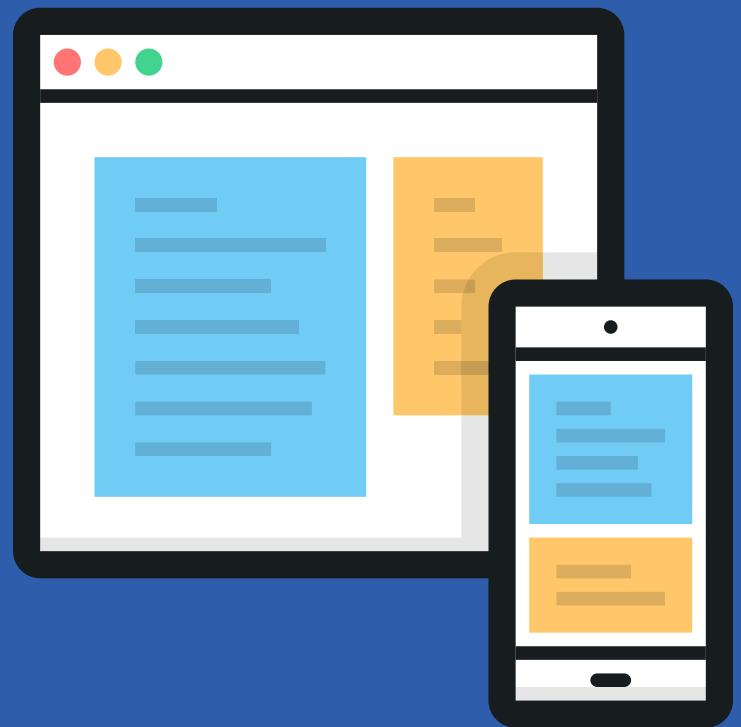
Visual design shouldn't be about making things look pretty, it should be about a ruthless and consistent obedience of fundamental design principles, that when used correctly allow you to design in a more thoughtful and considered manner.

Landing pages that convert follow methodology and then some.

However, no matter how much time you put into the first version of a landing page, you still need to test it.

Designing and continually testing a landing page to increase conversions, isn't always easy and can take up a lot of your time.

But, we would like to help you with that. Feel free to let us know what you need!



**Request a Consultation
About Your Next
Landing Page**