

LANDING PAGE *CHECKLIST*

- Compelling Headline:** Capture your visitor's attention with a strong, benefit-driven headline that speaks directly to their specific need.
- Clear Value Proposition:** Explain how your product, service, or lead generation resource solves a problem or fulfills a need.
- Strong Visuals:** Use high-quality images or videos that support your message and engage visitors.
- Trust Indicators:** Include social proof testimonials, reviews, or logos of well-known clients to build credibility.
- Focused CTA:** Make your call-to-action prominent and clear, with action-oriented language.
- Minimal Distractions:** Keep the design clean and simple, removing unnecessary elements that might divert attention from the CTA.
- Responsive Design:** Ensure your landing page looks and functions well on all devices (mobile-friendly, tablet-friendly, etc).