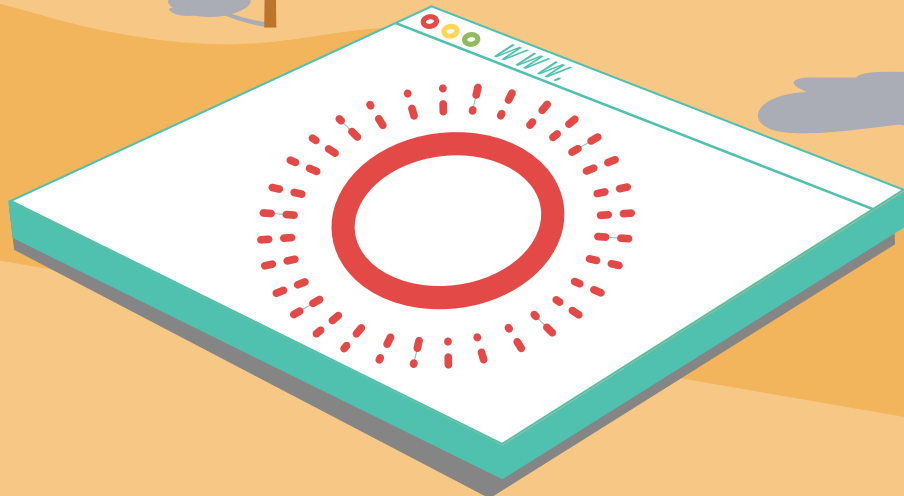


CHECKLIST

LANDING PAGE OPTIMIZATION



ONTRAPORT

ABOUT THIS CHECKLIST

Landing Page Optimization Check List

You've researched your buyer personas, brainstormed images and themes, designed templates, secured social proof, written relevant and engaging copy, and dedicated time to building a beautiful landing page. Before you hit publish and send it live to the world, follow this checklist to ensure you've covered all your bases in launching a landing page with the greatest potential for conversion.





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CHAPTER 1

WHY LANDING PAGES MATTER

Landing pages are stand-alone web pages designed to spur visitors to take a specific action. Visitors arrive at landing pages after clicking on a marketing call-to-action (CTA) from another source — a marketing campaign email, for example.

As conversion expert Neil Patel says, landing pages are conversation-starters. They introduce visitors to what you offer, spark their interest and convince them to convert. You may want visitors to provide you with their email address or navigate to your online store to make a purchase; a good landing page compels them to do so.

In today's competitive market, if you want to convert web visitors into customers, you must focus on solving the problems your potential customers are facing. Creating an interactive experience with a landing page is the perfect way to do this.

Landing pages are your lure, and you should have a specialized one for each type of fish — or customer — you're trying to catch. Tweaking your landing pages to cater to different demographics and traffic sources will immediately boost your conversions.

Follow these proven checklists to ensure you've got all the right pieces for each type of landing page to up your odds of conversion.

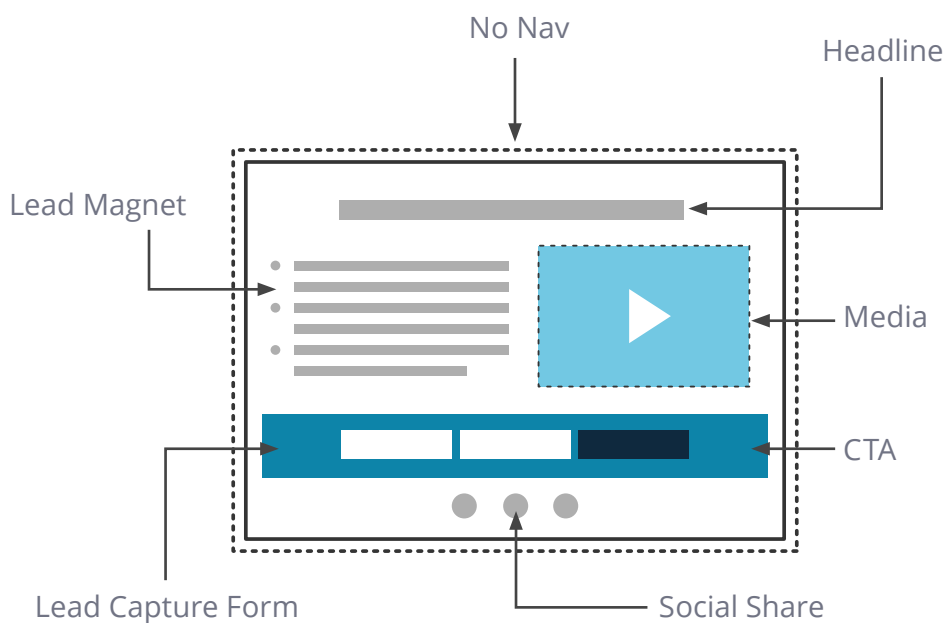


CHAPTER 2

CHECKLISTS: HOW TO OPTIMIZE THESE 5 ESSENTIAL TYPES OF LANDING PAGES

LEAD CAPTURE PAGE CHECKLIST

A lead capture page — also known as a squeeze page — is the top-most entry point into your sales funnel. The key objective is to get visitors to willingly give you their contact information in exchange for a reward or free content.



HEADLINE: A powerful headline and subheadings grab visitors' attention and get them to read on. Write your headline ideas in the space below:

LEAD MAGNET: This is a brief description of your free offer and the value you provide. Bullet points are a plus. Write out your free offer and how it provides value:

MEDIA: Any supporting media (image or video) helps boost conversions on your page. Place media above the fold for maximum effectiveness.

LEAD CAPTURE FORM: Without lead capture forms, you won't be capturing prospects any time soon. The fewer fields leads have to fill out to claim their reward, the more likely they are to convert.

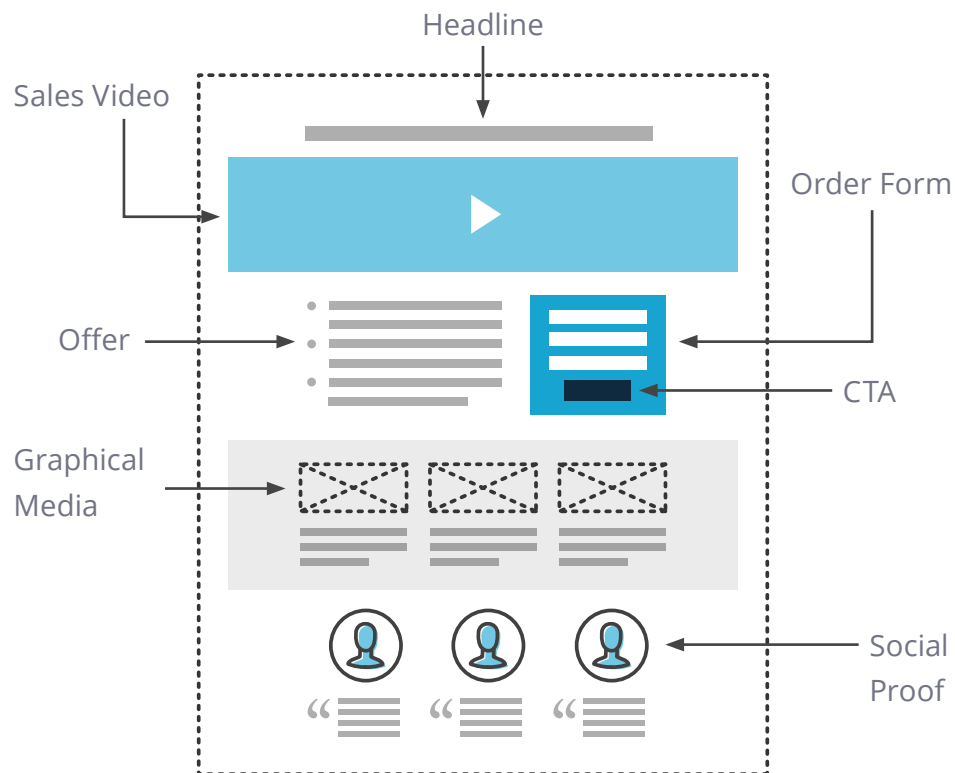
CTA: Your call to action is the most important part of your page. A clear call to action (CTA) tells your leads precisely what they'll get when they click on it. Your CTA button needs to pop off the page!

NO NAVIGATION: Avoid distraction and increase conversions by removing all navigation menus and outbound links from your page. This keeps your visitors focused on one thing: your offer.

SOCIAL SHARE BUTTONS: Give your page visitors the opportunity to share your offer with their friends and social media acquaintances.

SALES PAGE CHECKLIST

The sole purpose of your sales page is to inform visitors of the value and benefits of your product, thereby enticing them to make a purchase.



HEADLINE: A powerful headline and subheadings grab visitors' attention and get them to read on. Write your headline ideas in the space below:

OFFER: The offer copy is the most important part of your sales page. This is your golden opportunity to get visitors excited and persuade them to buy your product. Make sure you reiterate your product's benefits, not just the features: Why will it make a difference in the customer's life? How will the customer feel after buying it? Brainstorm your offer copy in the space below:

SOCIAL PROOF: Including testimonials on your sales page helps build trust in your product and brand.

SALES VIDEO: A demonstration of your product, its benefits, and the pain points it addresses do wonders for instilling buyer confidence.

GRAPHICAL MEDIA: Graphical elements showcase your product visually as well as reiterate the value you're delivering.

CTA: A bold CTA should be immediately visible upon landing on your sales page and clearly indicate where a customer should click to buy from you.

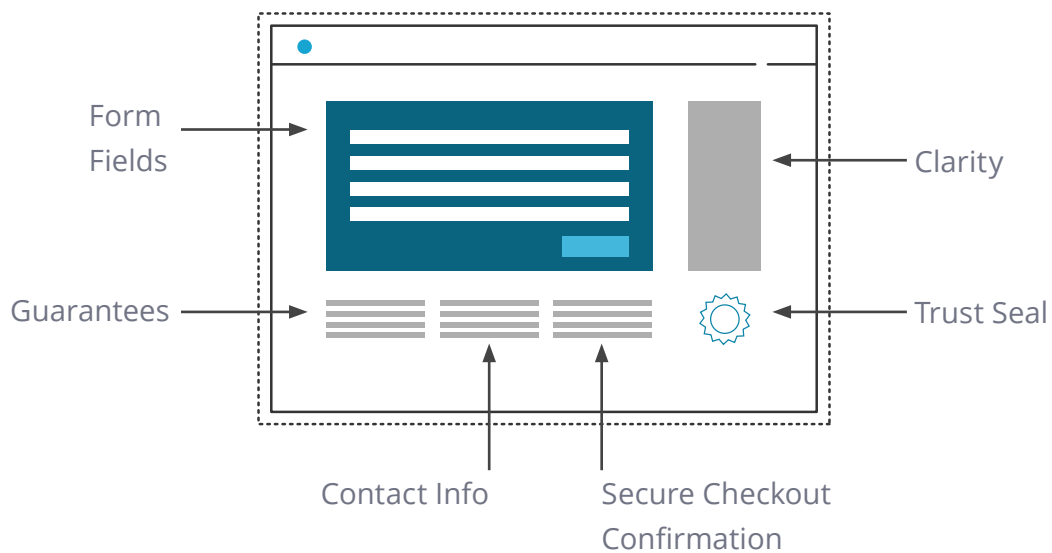
ORDER FORM: An order form captures your customers' payment information.



ORDER PAGE CHECKLIST

Your prospects have made it all the way through your marketing funnel, and all that's left for you to do is to win the sale by getting them to make the purchase — so it's imperative that you optimize your order page to make it happen.

Having an attractive and simple layout with minimal content is a major component, but there are also several additional details that can have a surprisingly large impact. At the core of it all is reducing uncertainty. A confused mind always says “no.”



GUARANTEES: Consider your customers' biggest fears about purchasing — and then address them with a guarantee. The goal is to promise your customers something that will negate their excuse not to respond to your call to action today. Quell their fears by promising to make it right should you fail to deliver on that promise. This is also an opportunity to reiterate your refund/cancelation policy. Write your guarantee in the space below:

TRUST SEALS AND CERTIFICATIONS: Show your customers that you're watching out for their best interests regarding their payment by including trust seals and certifications at checkout. This verifies to customers that your site is legitimate and, therefore, helps push conversions. The most-trusted seals are Norton Secured, McAfee Secure, Verisign and Paypal Verified.

SECURE CHECKOUT CONFIRMATION: Ensure customers that their credit card information will be safely encrypted and transmitted using SSL technology to eliminate security risks. You may also want to include your SSL Certificate logo to reiterate to customers that all their credit card information is protected by a trusted company.

AS FEW FORM FIELDS AS POSSIBLE: As a general rule, the more work the customer has to do, the higher the barrier to conversion. Stick to the required order form fields, such as name and credit card information. If you do want additional information without impacting conversion rates, you can add a survey form (or progressive forms) on the thank you page. In the space below, write out the form fields you will include:

NO CLUTTER: Your order page should be very simple and clean; don't clutter it with unnecessary copy or outbound links that can distract buyers and deter them from completing the purchase.

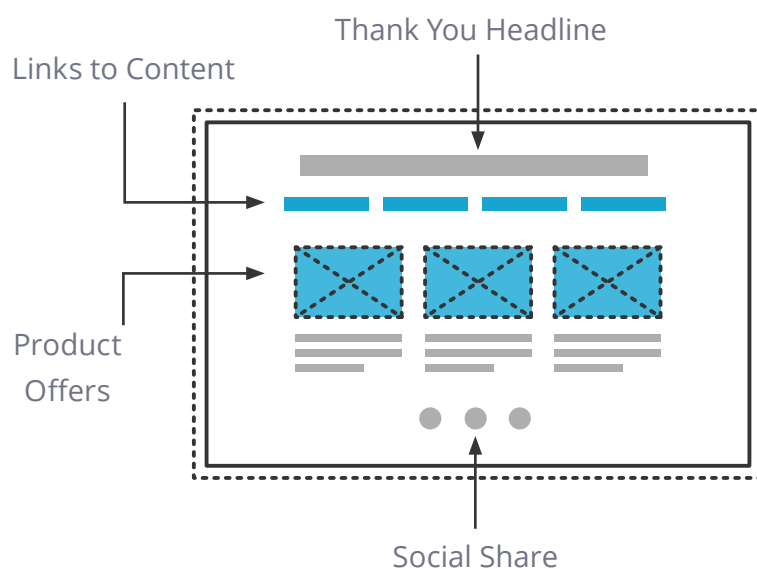
CLARITY: Pay attention to details and consider the questions your customers might have during checkout. For example, if you're accepting payments in U.S. dollars, make sure it clearly says that in the "price" field. If you're offering a subscription service, clearly explain whether the payment amount is per month or per year. In the space below, list any possible areas of your page that should be clarified:

REITERATE YOUR GREAT CUSTOMER SERVICE: Provide the phone number or email address for if they have any questions, and/or simply confirm that you have an excellent customer support team that will ensure they have a great experience. In the space below, write out your customer service message:

NO LAST-MINUTE SURPRISES: There's nothing like getting to an order page and then finding out shipping isn't really free or your promo code isn't valid. Make sure you've communicated clearly throughout the sales process and that your promises are reiterated on the order form to avoid last-minute abandonment.

THANK YOU PAGE CHECKLIST

The thank you page is one of your best opportunities to build your customers' confidence in your brand and further nurture your relationship with them post-conversion.



THANK YOU HEADLINE: A message of gratitude both confirms the conversion and acknowledges the customer — welcoming them to your product, service and community. Write your thank you headline below:

OPPORTUNITIES FOR MORE SALES: Upsell and cross-sell offers that will enhance their purchase can further reiterate your value. After they've just made an initial purchase from you, customers are more likely to make another. List any upsell and cross-sell opportunities you can offer in the space below:

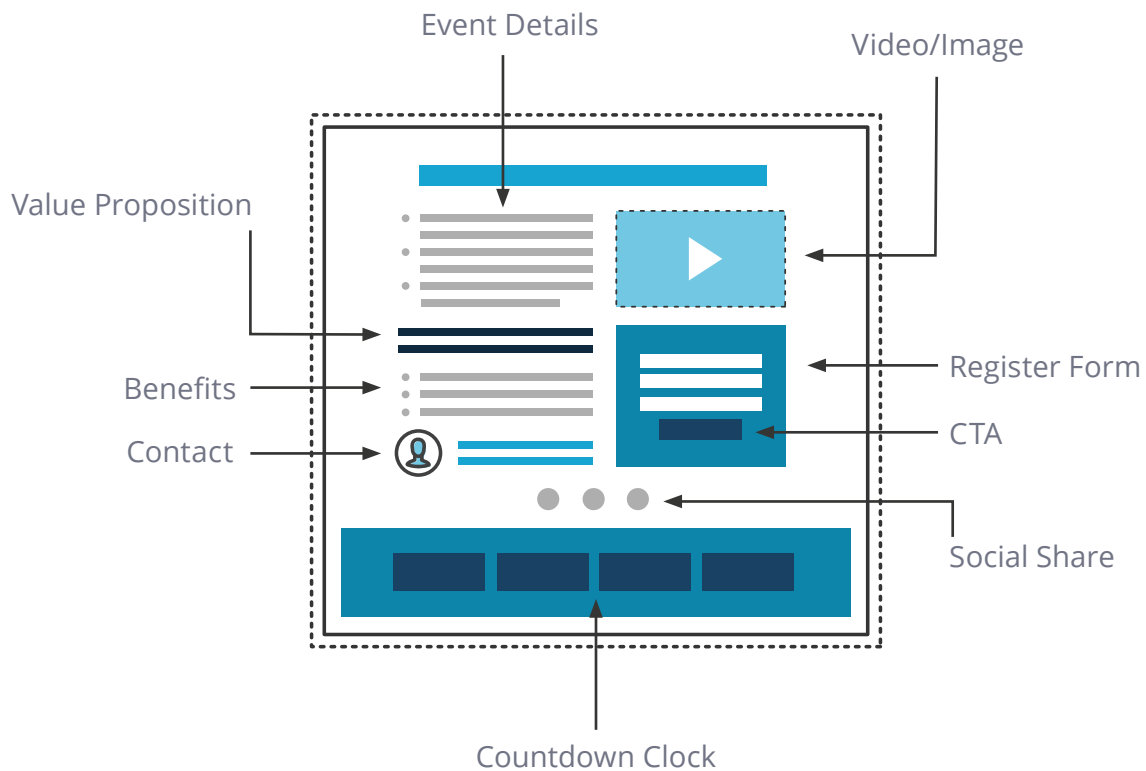
CUSTOMER EXPERIENCE IMPROVEMENT: Provide content on your thank you page that gives the customer more information about their purchase, such as how to use it. You can also build their confidence by showing them how much others love it by including testimonials. In the space below, list your top customers from whom to collect testimonials:

DATA COLLECTION: Include a survey, or progressive forms, to capture information that will help you further segment and understand your new customers' wants and needs so that you can continue following up with relevant marketing. What would you ask in your customer survey? Answer in the space below:

SOCIAL SHARE BUTTONS: Engaged leads and satisfied customers are prone to sharing their experience.

EVENT PAGE CHECKLIST

An event page needs to clearly convey the who, what, where, when, and why of an event. A good event page closes the deal by focusing on the benefits and lasting value provided to attendees.



HERO IMAGE/VIDEO: An image or video paints a picture of the experience and takeaways of attending your event.

EVENT DETAILS: These are the what, where, when and why of your event. The simpler, the better. In the space below, write out all of the event details:

VALUE PROPOSITION: Communicate the unique value attendees get out of your event including: a one-of-a-kind experience, networking insider knowledge, and community. In the space below, write out a few value propositions for your event:

CTA BUTTON: A clear, immediately visible CTA pops up on your registration form for visitors to fill out.

REGISTRATION FORM (EMBEDDED OR POP-UP): A form is triggered by your CTA button to capture attendee information for email follow-up and sending notification reminders.

BENEFITS: Give page visitors reasons to attend by telling them the takeaways of the event. In the space below, write out a few benefit statements:

SOCIAL SHARE BUTTONS: Get people to share your event and encourage interaction with you regarding the event.

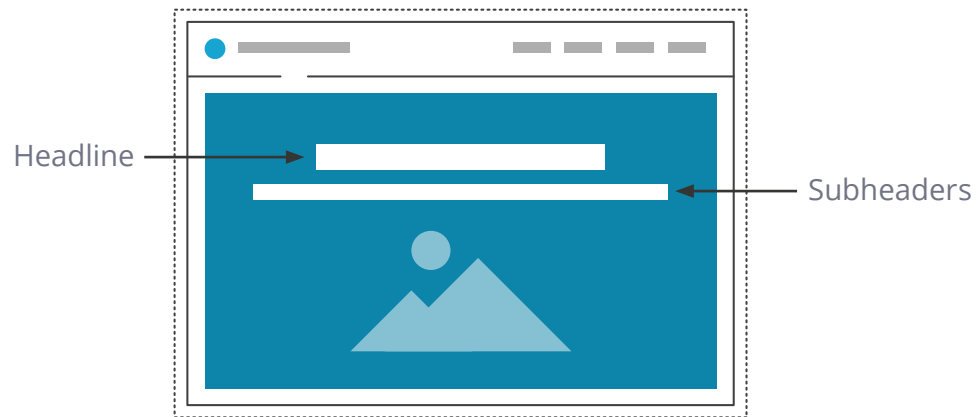
CONTACT INFO: Openly display your contact information enabling anyone with questions about the event to reach out to you and get their questions answered in a timely manner.

CHAPTER 3

CHECKLISTS: LANDING PAGE COPYWRITING AND DESIGN



As you write the copy for your landing pages, keep these important factors in mind.



Headlines and Subheads

Headlines and subheads are tasked with capturing the attention of people who visit your landing page — they are your bait, your lure. Keep 'em short and sweet — get right to the point. You only have a few seconds to capture your readers' attention before they leave your page.

CLARITY: Headlines and subheads should be easily understandable to ensure the visitors know at a quick glance exactly what the page is offering them. Be clear, focused and relevant to your offer.

URGENCY: Creating urgency is proven to boost conversion rates, so try adding trigger words that encourage visitors to take action immediately.

GRAB ATTENTION: Headlines need to stand out and gain attention. Subheaders should reinforce, support, or add more value to the headline.

MESSAGE MATCH: This is incredibly important! Whether page visitors come from your email marketing efforts or Facebook ads, your headlines need to match the copy the visitors clicked to get there; the visitors need to see what they expect to see.

Body Copy

The body copy of your landing page needs to provide details and benefits of your offer, prompt your visitors to your page's call to action, and ultimately convince them to convert.

BULLET POINTS: Using bullet points is the fastest way to get your message across and makes your copy highly scannable — which is how most people will be reading your landing pages. Make sure they are simple, easy to read and straight to the point. Include the most important points at the very beginning and the very end.

FEATURE-BENEFIT STATEMENTS: These bulleted benefit statements tell your leads exactly what your product or service offers and what they stand to gain from your business. When writing feature-benefit statements, it's very important to separate the feature from the benefit. A feature is a tangible item or skill that your product or service offers; the benefit is the feature's impact. Write out as many feature-benefit statements as you can in the space below:

CONGRUENCE: Make sure all of your body copy reflects your headline. This ensures the entire page is strategically created with the same goal and message in mind, which keeps your readers on one track straight to your call to action.

MESSAGE MATCH: Message match is the process of making sure your landing page copy, especially headlines, match the link, offer or ad copy from which your traffic came. While it may seem trivial, message match actually has a big effect on conversions.

STATS: Using stats can be a highly persuasive and effective copywriting strategy to employ on your landing pages.

EMOTIONS: Write with your prospects' emotions in mind. Describe how your offer will solve one of their problems or improve their lives in some way. Use the space below to brainstorm how your product does this:

HIGHLY FOCUSED: Make sure you omit any useless content. It's important to only include copy that is relevant to your page and directly supports your call to action.

URGENCY: Urgency is a highly powerful motivator and proven to substantially increase conversions. To get people to act and respond to your offer quickly, adjust your copy to include phrases such as: "limited time offer," "instant," "today," "now" and "hurry."

Landing Page Design Checklist

Design plays an important role in getting your landing page visitors to convert. While your landing page content tells your visitors everything they need to know, the design elements of your page show your visitors where to go — subconsciously guiding them in the right direction.

LAYOUT: There is no definite best converting landing page layout, but there are areas you can focus on to get the best results.

Clarity: Lay out your landing pages in a simple, easy-to-understand manner that eliminates page busyness and clutter.

Cleanliness: Landing pages should look clean, sleek and polished.

CONGRUENCE: Every element on your page, both content and design, should support one another and work toward the same goal — conversion. Unnecessary page elements that aren't 100% aligned with the goal of your page cause clutter and distract visitors from what really matters.

COLOR: Color affects your visitors' psych and emotions, as different colors generally provoke certain emotional responses. Using different colors to induce particular emotions is great; however, your landing pages still need to follow your brand standards and color palette.

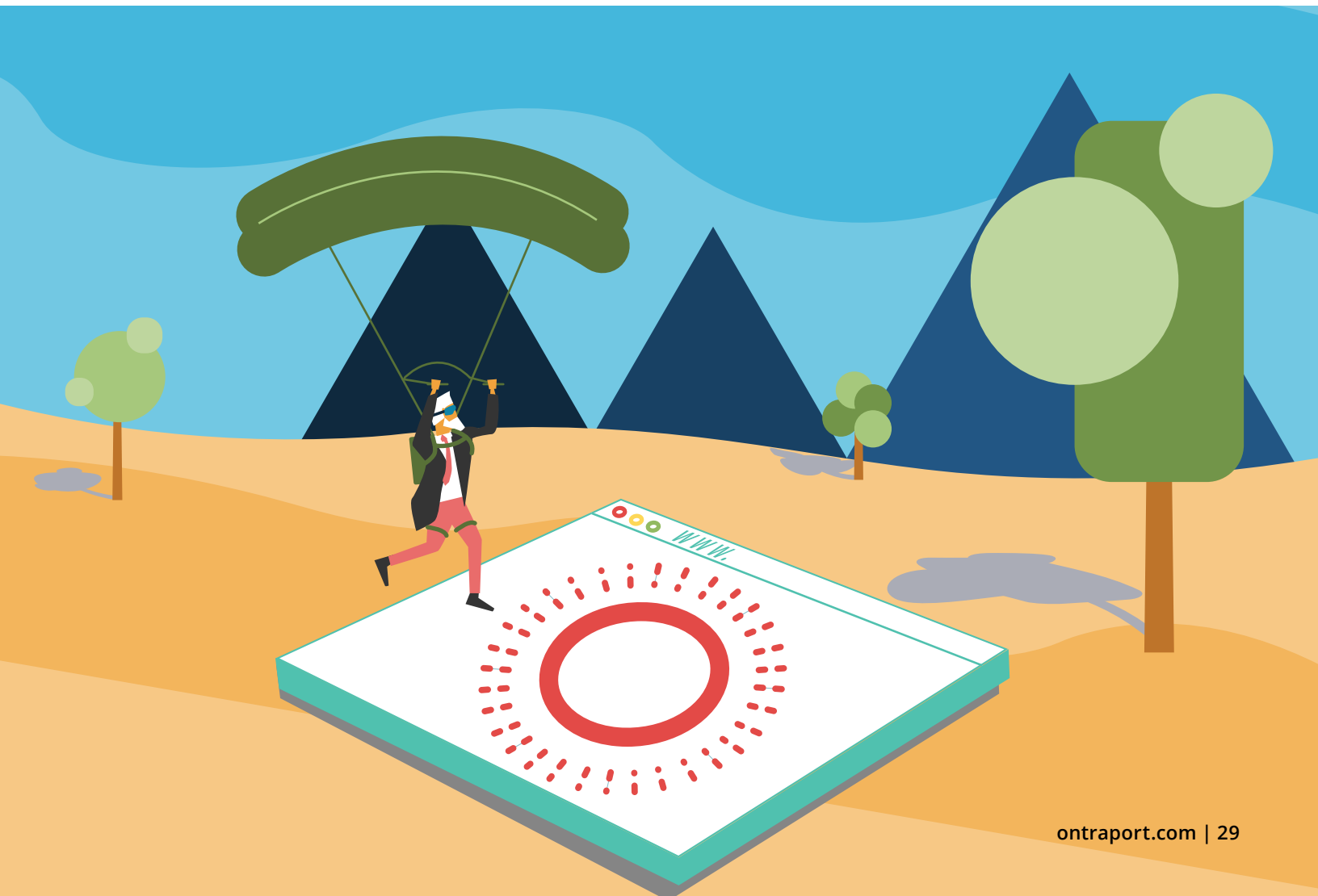
MOBILE-OPTIMIZED: Make sure your landing pages are mobile optimized and responsive, or else you're severely hurting your business. If your site relies on desktop access and forces mobile users to squint, pinch and zoom their way through your site, you're alienating a large majority of your visitors.

IMAGES: Use high-quality images: A captivating image can take your landing page from good to great. Include a product hero image that shows the visitors everything they're getting or what they can expect. Don't use stock photos, and if it doesn't add significant value to your landing page, don't include it.

VIDEO: Engaging videos are smart to incorporate on landing pages because they immediately capture your visitors' attention and take very little effort to consume. Show your product being used in context so people can see how they can directly benefit from your product, but don't make the video so long that your visitors disengage and leave your page.

LINKS: Use as few outbound links as possible: You want to keep the reader on the landing page so they inevitably reach your call to action. Limiting the clicking options available to your visitors removes possible exit routes so delete your navigation menus and remove any extraneous links.

FOOTER: Links in your footer distract visitors from your main goal. Unless your page depends on being shared, such as for a contest or an event, remove links to social media. Links to your privacy policy or terms of use in your footer are acceptable and actually help the visitor gain trust in your page/business.



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