

Landing Page Design Checklist

Traffic – How will you get visitors to the landing page?

- Organic Search
- Pay-Per-Click
- Internal Call-To-Action Buttons
- Social Media Promotion
- Other _____

Purpose – What is the purpose of the landing page? (Pick One!)

- Lead Generation
- Click Through (Often used to persuade visitors to Buy Now.)
- Product Launch (Build buzz for your new product.)
- Social Media (Contest pages, share buttons, etc.)
- Mobile
- Other _____

Desired Action – What ***exactly*** do you want visitors to do?
(Complete a form, click the buy button, or something else.)

Motivation – Why would your visitors take the desired action? What are the benefits to them?
(List all the benefits; then prioritize your list. Do you need to improve your offer?)

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Obstacles – What might stop the visitor from completing the desired action?
(Do they need proof you are credible or safe? Have you minimized the data you are requesting in your form? Are things as clear and easy as possible?)

Rough Sketch – Make a rough sketch by writing on the example below.
(Which elements do you need? Video? Image? Form? Copy Area?)

