

LANDING

The Landing Page Pre-Launch Checklist



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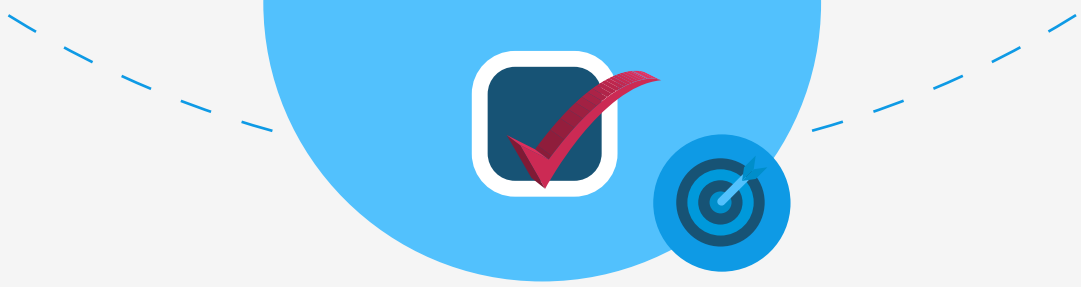




Are you ready to launch a landing page that **crushes conversion rates** and **turns leads into paying customers?** Well, you are in luck! We have prepared a **pre-launch focus checklist** to make sure you have dotted your “i’s” and crossed your “t’s.” With this copywriting checklist, you can feel confident **your copy is optimized** and **ready for digital age success**. **Let’s take a look!**

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Landing Page Goals

Before publishing, make sure to review your original landing page goals. You will not be able to write copy consumers believe in if you do not feel comfortable with your overall purpose.

Who? Who is your ideal customer? Have you adequately addressed their desire for value?

What? What value exchange are you proposing?

Why? Why would your ideal consumer consider your offer?

Where? Where do your visitors come from, and what are their origin-based expectations? (Search engine, email, social media, etc.)



Value Proposition

Remember, humans do not want to engage with a robot let alone purchase from one. All copy must fall in line with the “Three S's” of copywriting - simple, sexy and seductive.

Engage: Talk to your consumer in the first person and with direct language that provokes a response. Play to emotional triggers and leave the consumer wanting more.

Fascinate: Value is all about concrete facts, not fluff. Answer questions your consumers ask by providing facts, examples and interactive media.

Persuade: Firmly explain to your potential consumers how your value offering will benefit them and demonstrate that value via testimonials.

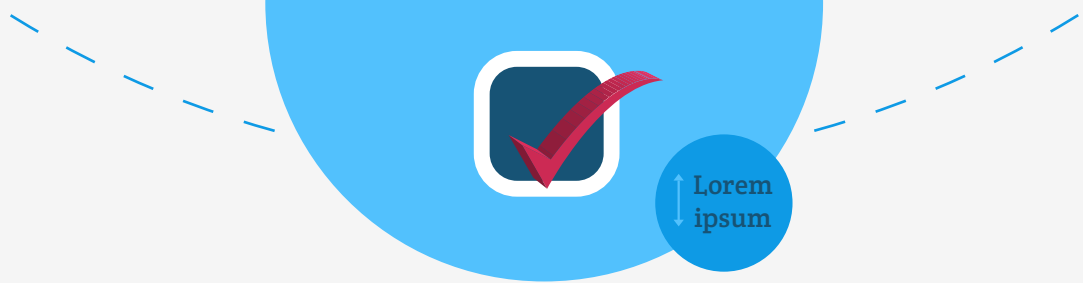


Copy Elements

Run through these bullet points below to make sure you have the basics covered before you launch.

- ☐ **Headlines:** Clear, concise and focused on value.
- ☐ **Subheadlines:** If using, include a number or fact to provide your reader with a reason to continue.
- ☐ **Bullet Points:** Include bullet points for easy and streamlined reading.
- ☐ **Testimonials:** Real expert and customer quotes build trust and convey value.
- ☐ **Numbers:** Demonstrate substance and tangible value with numbers.
- ☐ **Emotional Triggers:** Entice a favorable response by focusing on the emotional triggers of pleasure, security and avoiding pain.
- ☐ **Voice:** Use the language your readers use! Source copy from prior testimonials and product reviews.

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- ☐ **Spell-Check:** Spelling and grammar mistakes hurt credibility. Eliminate them - ask somebody to proofread after you.
- ☐ **First Person:** Always try to write in the first person to induce reader action.
- ☐ **Alignment:** Follow science and keep your copy more or less in the “F” reading pattern.
- ☐ **Contrast:** Make your copy (especially CTAs) stand out from the rest of your landing page design scheme by utilizing color contrasts.
- ☐ **Repetition:** Place CTAs in multiple locations. This helps reinforce to your readers the actions they should take.
- ☐ **Scannability:** As visitors are not likely to read every word of your copy, make sure the main points are easily scannable (in an “F” pattern).
- ☐ **Relevance:** Cut the fluff - stick to the topic.
- ☐ **White Space:** Apply a simple color palette to your page, and use whitespace to effectively call your readers attention even further to your CTAs.



Final Check

Make sure that your landing page lacks any technical issues. Scan through the most critical elements of the page and check if everything is wrapped up neat and tidy.

DESIGN

- ☐ Launch both desktop and mobile views of the main page and thank you page. A landing page editor creates a mobile view automatically, but some elements may need to be set manually.
- ☐ See how your landing page looks and works on a few different devices. Keep in mind that it may vary because of screen resolutions.
- ☐ Make sure that all links and buttons on a landing page work fine and redirect to proper sections or URL addresses.



SETTINGS

Editor:

- ☐ Check the integrations: send a test lead and see if all form fields are well configured.
- ☐ Review titles, keywords and description.
- ☐ Set an OG image.
- ☐ Choose language of a landing page.
- ☐ Set a favicon.

Dashboard:

- ☐ Make sure that your domain is properly configured and see if a landing page is published under the right domain.
- ☐ Check, if the SSL certificate is installed correctly.
- ☐ Facebook Pixel: Test it using Google Chrome extension - Facebook pixel helper.
- ☐ Google Analytics: make sure that tracking works fine using Google Tag Assistant.

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- ☐ Check javascript code for any possible mistakes.
- ☐ See if Privacy Policy bar looks good.
- ☐ Take some time to check visibility of a landing page in search engines - try Google Search Console to do so.
- ☐ Optimize graphics and other elements on your website: enable optimization in “Labs” section, and test the landing page speed using external analysis tools, like Google PageSpeed Insight.

For all necessary instructions head to

<http://support.landingi.com>

Good luck!