



# The Ultimate Landing Page Checklist

Make sure your landing page is ready for publishing



## Content

- ☐ A single goal
- ☐ Message-matching the headline with the ad
- ☐ Benefits instead of features
- ☐ Unique Selling Proposition
- ☐ Testimonials from real customers



## User experience

- ☐ Responsive Web Design
- ☐ Minimalism – only crucial information included
- ☐ Eye-catching CTA
- ☐ Quick page loading
- ☐ No external links



## Thank You page

- ☐ Redirection after form completion set up
- ☐ Additional value mentioned
- ☐ Links to social media profiles
- ☐ Dynamic content using form data



## Design

- ☐ Simple page layout
- ☐ Visuals matching the product/service
- ☐ Brand identity
- ☐ Easily-readable, unique CTA



## Form

- ☐ Headline mentioning what users will get after filling out the form
- ☐ CTA matching the headline
- ☐ Asking only for crucial data
- ☐ Autoresponder set up



## Additional settings

- ☐ Google Analytics tag
- ☐ SEO tags: title, headings, meta description, etc.
- ☐ Facebook open-graph image and description
- ☐ Privacy policy, cookies, marketing consent
- ☐ Remarketing codes

Build your landing page step by step [with Landingi](#)

