Motorsport Growth Landing Page Checklist

1. Brand & Design

Define color palette & typography

Design hero section (video/image)

Incorporate logo, trust badges & awards

Add micro-animations or scroll effects

Ensure design matches brand style

Include dynamic social proof

2. Content & Messaging

Craft a pattern-interrupt headline

Write a benefit-focused subheadline

Define USP & value proposition

Add testimonials, stats, case studies

Include risk reversal statement

Set up urgency/scarcity elements

Map copy to customer journey

3. Structure & Layout

Use mobile-first responsive layout

Place primary CTA above the fold

Add sticky header/CTA on scroll

Include secondary CTAs in content

Design collapsible FAQ section

Integrate live chat/chatbot

4. Optimization & Testing

Implement A/B test variations

Set up heatmaps & session recordings

Perform accessibility audit (WCAG 2.1)

Validate cross-browser support

Optimize assets for performance

Compress & leverage caching

5. Final QA & Launch

Proofread and verify branding consistency

Test form submissions & CRM integration

Verify pixel tracking & conversions

Check page load speed (<2.5s)

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5. Final QA & Launch (cont.)

Publish and monitor metrics

Schedule regular performance reviews

6. Technical Foundation

Create & submit sitemap to Google Search Console

Generate robots.txt & XML sitemap

Set canonical URLs

Configure SEO meta title & description

Implement SSL (HTTPS)

Add favicon

Install GA4 & set up key events

Add Meta Pixel & Google Ads tags

Configure UTM parameters