CopySticks' 45-Point Landing Page Conversion Copy Checklist

Copy
Sticks

Matt Duczeminski
in /mattduczeminski

Phase One: Research & Discovery

- Pull Voice of Customer (VoC)
- Interview at least one customer
- Mine competitor reviews
- Map the buyer's Job-To-Be-Done (JTBD)
- Define their current and desired state
- Run heatmaps or session recordings (optional)

Phase Two: Strategy & Planning

- Define the single goal of the page
- Identify the awareness level of your visitor
- Choose your persuasion framework
- Clarify your primary promise or transformation
- List top 3-5 objections
- Decide what this page is not doing

Phase Three: Messaging Hierarchy

- Mirror the reader's mental journey
- Lead with their #1 pain – not your product
- Structure for scanners and skeptics
- Place emotional and logical proof before the CTA
- Make every section answer: "Why should they keep scrolling?"
- Add modular content blocks

Phase Four: Hook & Headline

- Write a headline that answers: "Is this for me?" within 5 seconds
- Use VoC-derived, plainspoken language
- Use a subhead to deepen the promise or set the stage for the transformation
- Draft 3-5 headline variants

Phase Five: Body Copy & Supporting Content

- Lead with benefits, follow with features
- Speak directly to the reader ("you")
- Layer in proof throughout the page
- Create tension → deliver clarity → spark desire → end with relief or vision
- Vary sentence length and rhythm
- Add at least one micro-story or moment

Phase Six: CTA & Action Paths

- Write a clear, benefit-driven CTA
- Show the CTA early and often
- Make the CTA visually distinct
- Add trust-enhancing microcopy near the CTA
- Remove distractions

Phase Seven: Design & Layout

- Wireframe around copy, not design trends
- Use visual hierarchy to guide attention
- Design for mobile first
- Every visual reinforces a message
- Emphasize skimmability

Phase Eight: Validate, Launch, & Iterate

- Re-run the 5-second test post-rewrite
- Review with someone outside your team
- Double-check alignment with your original brief
- Re-analyze heatmaps to validate copy and layout changes
- Monitor bounce rate, scroll depth, CTA clicks, conversion rate
- Revisit copy at 100+ visits or 1-2 weeks post-launch
- Document wins and misses for future projects

Wrapping Up & Next Steps

This checklist isn't just for copywriters – it's for founders, marketers, designers, and anyone trying to turn traffic into leads, and leads into customers.

When followed end-to-end, it ensures you're building a landing page that looks good and converts.

Feel free to follow the checklist on your own, or reach out if you'd like me to tackle your next landing page for you.

If you go the full DIY route, I'm still just a click away via LinkedIn. Shoot me a message if you need a second eye on your copy – and we'll figure out how to get more conversions out of your landing pages.

And remember...

Good Copy...

Sticks