

# Are you READY for better landing page conversions?

Create landing pages that deliver results. This READY chart is an easy way to ensure you have five critical dimensions for successful landing experiences.

R.E.A.D.Y. for Conversion Optimization					
<b>R</b> elevant	Fulfills Promises <input type="checkbox"/>	Message Match <input type="checkbox"/>	Design Match <input type="checkbox"/>	Audience Identity <input type="checkbox"/>	Timely <input type="checkbox"/>
<b>E</b> ngaging	Compelling Value Proposition <input type="checkbox"/>	Emotional Appeal <input type="checkbox"/>	Rational Justification <input type="checkbox"/>	Affective Design <input type="checkbox"/>	Differentiated <input type="checkbox"/>
<b>A</b> uthoritative	Assurances <input type="checkbox"/>	Accurate & Concrete <input type="checkbox"/>	Social Norms <input type="checkbox"/>	Social Proof <input type="checkbox"/>	Brand Consistent <input type="checkbox"/>
<b>D</b> irectional	Clear Call to Action <input type="checkbox"/>	Frictionless Choices <input type="checkbox"/>	Minimal Distractions <input type="checkbox"/>	Motivation & Incentives <input type="checkbox"/>	Progressive Conversion <input type="checkbox"/>
<b>Y</b> ield optimal	Hypothesis <input type="checkbox"/>	A/B or Multivariate Test <input type="checkbox"/>	Tracking & Segmentation <input type="checkbox"/>	SEO <input type="checkbox"/>	Downstream R.E.A.D.Y. <input type="checkbox"/>