

YOUR 10-POINT LANDING PAGE CHECKLIST

Every effective landing page is a marriage of sound strategy & execution. Even when you nail the strategy, if you fail to execute landing page best practices, it can hurt your ability to convert. Run your landing page through this 10-point checklist to make sure you have the basics covered.

- ☐ **Message matched.** Your landing page copy should mirror the words and phrases used in your ad. Make sure what the visitor clicked on is reflected very clearly when they land on your page. This is called 'scent trail' and it helps reduce bounce rate by reinforcing the visitor is in the right place.
- ☐ **Relevant.** Just because your ad & page copy match doesn't necessarily mean your page is relevant. Make sure your page is relevant to what you offered in your ad, and relevant to your call to action. Everything needs to be cohesive—the copy, the offer, the images.
- ☐ **Valuable.** Is there a clear value proposition in your offer? The role of the landing page isn't to inform, it's to sell. So don't be afraid to make your pitch. Tell people why it's in their best interest to convert.
- ☐ **Above the fold.** Make sure your most important content is above the fold. That means copy, images and calls to action. You can have good stuff below the fold, but the best stuff needs to be high on the page.
- ☐ **Scannable.** Long sentences, tons of bullets, lots of paragraphs—it's hard for a visitor to read all that! On the landing page you have only a few seconds to make your case. Make sure that it's easy to scan the page and absorb the overall message. Vary the length of your sentences, use bullets (and keep 'em short), and make sure paragraphs aren't too long.
- ☐ **Visually actionable.** At a quick glance it should be very clear what the key action is on the page. What does the page want the visitor to do? Pick up the phone? Fill out a form? Click a button? Whatever it is, make sure your page is very obvious and very actionable. It should visually compel the visitor forward into the desired action.
- ☐ **Distraction minimized.** Edit, edit, edit. Get rid of unnecessary copy, graphics and especially links. Every element of your page should be increasing your odds of conversion. No exceptions. Get rid of extra links, unrelated calls to action, superfluous graphics and anything else questionable.
- ☐ **Easy to convert.** Make sure your conversion is clear and easy to act upon. If your conversion is someone picking up the phone, make it really easy to see your phone number. If it's making a purchase, then adding to the cart needs to be super simple. If it's completing a form, only ask for information you really and truly need. Just like minimizing distractions, you want to eliminate hurdles between the click and the conversion.
- ☐ **Feels good.** The most subjective point, but important. Take a gander at your page. Ask others to look at it too. Does it make the visitor feel good? How good is your page as compared to your competitors? Don't neglect the 'feel good' factor—even landing page visitors want great experiences!
- ☐ **Tested & optimized.** Landing pages are the perfect place to test—copy, images, offers, layouts, forms. You name it, you can test it. Without testing you are leaving conversions on the table, so what are you waiting for?! Check out LiveBall for the best landing page management & testing available.



The Best Landing Pages Start with You. And LiveBall.

LiveBall is ion's web-based platform that empowers marketers to launch and test advanced landing pages without code or IT. If you're looking to grow your landing page program, check out these resources and find out how LiveBall can help.

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Ready for more effective landing pages? **Let's talk LiveBall!**



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