Your 13-Point Landing Page Checklist

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Each online marketing campaign is a marriage of three key elements: strategic advertising, high-performance landing pages, and efficient post-conversion execution. If you fail to execute just one of these critical facets, your leads may shy away. So before you launch your next campaign, run your landing page through this 13-point checklist and make sure that you have the basics covered.

High-performance landing pages are:

User-Centric. Think about the user experience first and foremost. Put yourself in your visitor's shoes and run through your landing page experience. Is your page informative, enjoyable, and visually pleasing? Or is it disorganized, confusing, or lacking key information?

Fluid. If your landing page contains links to other interior or external pages, ensure that these transitions run smoothly by keeping both your visual elements and your messaging consistent throughout. Don't forget to use your confirmation page to remind visitors what they've just signed up for.

Relevant. Where your visitors land after they click should be contextually relevant. Use scannable headlines and imagery to confirm your page's purpose and bridge the gap between click and conversion.

Conversion-focused. A common marketing mantra is to remove half of your copy, and then remove half of what remains. While that may be a bit extreme for some, it's important to minimize distractions by eliminating unnecessary copy, graphics, form fields, and links from your page. Fervently and unemotionally axing irrelevant content on your page will shift your visitor's focus toward the conversion goal.

Segmented. Segmenting your visitors based on campaign, traffic source, role, need, motives, and more helps you to identify your top prospects and to deliver a highly targeted message.

Targeted. Take advantage of every opportunity to provide your visitors with a highly targeted, personal experience. Make each visitor's experience their own by inserting dynamic content like keywords, offers, or locations into your copy.

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The 10-Point
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Measured. Track key metrics to illuminate opportunities where results can be improved.

Tested & Optimized. Use real-time A/B or multivariate testing to determine what works and what doesn't. Constantly test each element of your landing page wherever traffic volume permits to ensure that your pages are highly optimized and efficient.

Transparent. Keep metrics, results, and data shareable at any time so that you can clearly monitor each point in the pre-click, post-click, and post-conversion process.

Integrated. Communicate with other key stakeholders in the post-conversion process to ensure that your conversions undergo a seamless hand-off to other marketing and sales platforms.

Flexible. Testing your pages will inevitably reveal both winning content and page elements. Keeping your landing pages all on one code-free, marketer-managed platform will give you the flexibility to quickly adapt and change content without relying on outside production or IT resources.

Valuable. Is there a clear value proposition in your offer? The role of the landing page isn't to inform, it's to sell. Make your pitch, and make it fast—ensure that your core value proposition is short, sweet, and most importantly, easily identifiable.

Prioritized. Landing pages are an integral part of your online marketing program. They are your brand's customer-facing front line— incorporate your company's core values, brand identity, and message into your pages with text and visual elements. Then, share your landing pages with other key stakeholders in the sales process to keep your visitor's brand exposure both consistent and enjoyable.

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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.

Next steps for your landing pages:

If you want to stay up to-date on the latest online marketing trends and best practices, subscribe to the **ion landing page blog**.

Learn more about how you can improve your online marketing ROI by checking the free **webinars**, **white papers** and **presentations** in our library.

Join us for a **Live Demo** and see just how easy it is to use LiveBall to create conversion-focused landing pages.

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

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