

# Landing page checklist

- CLEAR VALUE PROPOSITION
- ALIGN THE BACKGROUND IMAGE WITH YOUR OFFER
- CREATE SHORT FORMS
- PLACE A CALL TO ACTION - ABOVE THE FOLD
- ADD SOCIAL PROOF
- KEEP ATTENTION LASER-FOCUSED WITH 1:1 RATIO
- USE ADAPTED LANGUAGE TO MAKE IT PERSONAL
- SHOW THE PROCESS OR HOW-TO STEP BY STEP
- USE BULLET POINTS TO PRESENT YOUR FEATURS
- OPTIMIZE THE SPEED OF YOUR LANDING PAGE
- SHOW WHAT, WHY AND HOW
- TRIPLE CHECK AND MAKE IT MOBILE FRIENDLY
- CREATE SENSE OF URGENCY / FOMO EFFECT
- REPEAT THE CALL TO ACTION



# How does a landing page look like?

## HEADER

- VALUE PROPOSITION
- MATCHING VISUAL
- TAGLINE
- FORM
- CALL TO ACTION

## SECTION 1

- DESCRIPTION + VIDEO IF POSSIBLE

## SECTION 2

- HOW TO USE THE SERVICE OR PRODUCT

## SECTION 3

- SOCIAL PROOF

## SECTION 4

- CALL TO ACTION -> LINK TO THE HEADER.

