

CHECKLIST

Landing page checklist

For marketing teams building a page for one objective

A landing page has one objective, one audience and one action. Use this checklist to brief the team and check the page before it goes live.

Owner _____

Start date _____

Review date _____

1. Objective and audience

- ☐ One objective and one action, written down.
- ☐ One-line audience and a named traffic source.
- ☐ The headline matches the ad, email or search that brings visitors.

2. Page anatomy

- ☐ Outcome-led headline and one- or two-line sub-headline.
- ☐ Primary call to action above the fold, repeated down the page.
- ☐ Proof strip: logos you may show and a named result.
- ☐ Three or four benefits in plain words.
- ☐ How it works: three steps, with what happens after the form.
- ☐ Case study or testimonial with numbers.
- ☐ Short FAQ: cost, time, risk, who does the work.
- ☐ Final call to action. Minimal footer, privacy link only.

3. Copy

- ☐ Lead with the outcome, not the feature.
- ☐ Specific numbers and named results, no superlatives.
- ☐ Buttons that say what happens: "Get my pipeline review".
- ☐ Cut every line that does not move the visitor to the action.

4. Form

- ☐ Only the fields sales needs (often name, work email, company).
- ☐ Hidden spam trap. One-line privacy note.
- ☐ Thank-you message that says what happens next and when.
- ☐ Form sends to the CRM with source, campaign and page.

5. Design and speed

- ☐ One column, no main navigation.
- ☐ Mobile tested with a thumb.
- ☐ Largest Contentful Paint within 2.5 seconds.
- ☐ Readable contrast, labelled fields, keyboard-friendly.

6. Tracking

- ☐ UTM tags on every campaign link.
- ☐ GA4 key event on submit or thank-you page.
- ☐ Consent respected. Source data passed to the CRM.
- ☐ Report conversion rate, lead-to-SAL and cost per sales-accepted lead.

7. Launch and test

- ☐ Test on a phone and in two browsers; send a test lead end to end.
- ☐ Someone owns replying within a working day.
- ☐ Test headline and offer first, then call to action, form, proof, layout.
- ☐ Change one thing at a time; run tests across full weeks.

NUMBERS TO REMEMBER

One objective, one audience, one action per page.

Name, work email and company is usually enough.

Judge the page by leads sales accepts, not only submissions.

Want a second pair of eyes? Book a free 30-minute pipeline review. We will look at your funnel and show you what we would change first. info@search-value.com | search-value.com/landing-page-guide