

## Landing Page Checklist from *How to Develop a Landing Page* (2008)

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The landing page checklist below is unique in its scope and detail. There is nothing quite like it anywhere. The checklist is designed to help you assess what you have already done and what is left to do on any given landing page. For each item you'll find the page number where the subject is discussed in Dr. Ralph Wilson's newly-revised [How to Develop a Landing Page](#) (3rd edition, 2008).



Reprinted from  
Appendix 2 of this  
[completely revised and  
rewritten book.](#)

This free checklist may make landing page development seem deceptively easy. Yes, it is an extremely helpful and comprehensive list. But success is found not in knowing *what* to do, but *why* and *how* to do it. Landing page development is an art, supplemented and refined by scientific testing. My hope for you is that you learn from some source just how to execute what is outlined here -- whether from articles or in seminars, from the excellent [MarketingSherpa Landing Page Handbook](#) (2nd edition, 2007, \$497, 273 pages), or in the pages of [How to Develop a Landing Page](#) (3rd Edition, \$29.95, 89 pages). Because if you can put this knowledge to work on your landing pages, you'll reap many, many times the profit you are currently experiencing.

**Note:** No single landing page can or should incorporate all these elements. Use only the ones which seem to fit your industry, site, and product or service.

### Preliminary Factors

- Clarify a single objective for your landing page, avoiding multiple goals. (p. 10)
- Budget time and money adequate to producing an excellent landing page. (p. 13)
- Prepare a landing page list for your site. (pp. 13-14)

### Copywriting Factors

- Research current or potential customer base (p. 15)
- Write persona profiles on basis of customer research (p. 16)
- Define your value proposition or Unique Selling Proposition (USP). (p. 20)
- Develop a strong landing page headline. (pp. 21-25)

- Ensure strong congruence between the ad (or ad group) and the landing page in wording and graphics (p. 23)
- Employ Dynamic Keyword Insertion (DKI) on your landing page to lower the landing page bounce rate. (p. 24)
- Focus on customer benefits. (pp. 25-26)
- Enhance the customer's desire. (pp. 26-27)
- Create a rationale for the purchase. (p. 27)
- Use a problem-solution model. (pp. 27-28)
- Highlight features of the product or service. (p. 28)
- Anticipate each common objection to the purchase. (p. 28)
- Avoid unsupported or unsupportable claims. (p. 26)
- Determine appropriate landing page length for your product or service. (pp. 29-31)
- Address fears of identity theft and credit card security. (p. 31)
- Provide full contact information. (pp. 31-32)
- Develop a guarantee in order to add "risk reversal" to your motivators. (pp. 32-33)
- Offer a free trial. (pp. 33-34)
- Outline your returns policy. (p. 34)
- Add trust logos to inspire customer confidence. (p. 34)
- Tell your "story" to build trust. (p. 35)
- Edit effective testimonials. (pp. 35-36)
- Add product reviews to your site. (pp. 36-37)
- State your offer clearly. (p. 38)
- Offer free shipping. (pp. 38-39)

- Include add-on incentives to sweeten the deal. (p. 39)
- Employ the principle of scarcity. (pp. 39-40)
- Write a strong caption for your call to action or order button. (pp. 40-41)

### **Design Factors**

- Survey industry norms for landing page look and feel. (pp. 42-43)
- Avoid elements that lower your Quality Score. (pp. 42-33)
- Include your "critical elements" above the fold. (pp. 44-46)
- Convey feature(s), benefit(s), and/or value(s) through your graphics. (p. 47)
- Place the "hero shot" to the left of your text. (p. 47)
- Use a caption under your hero shot. (p. 48)
- Make your hero shot clickable. (p. 48)
- Study click patterns with CrazyEgg. (p. 48)
- Use enough photos to answer questions and show functions. (p. 48)
- Avoid distracting photos and graphics. (pp. 48-49)
- Supply excellent quality product photos. (p. 48)
- Place graphic with the shopper's eyepath in mind. (p. 49)
- Use typefaces that are 10 point size or larger. (pp. 49-50)
- Avoid the use of italics, underlining (except hyperlinks), centering body face, and unrestrained colored type. (p. 50)
- Use a white or very light background. (pp. 50-51)
- Limit column width to 50 to 60 characters. (p. 51)
- Utilize scannable features such as headlines, subheads, lists, and boldface. (pp. 51-52)
- Use a single column format. (p. 52)

- Avoid unnecessary outbound links from the landing page. (p. 52)
- Avoid clutter, use white space and clean design principles. (pp. 52-53, 59)
- Use small windows or dynamically expanding text to answer customer questions. (pp. 53-58)
- Don't require registration before the sale. (p. 58)
- Design your order button for appropriate size, color, wording, and placement. (pp. 58-59)
- Use audio to engage the customer. (pp. 60-61)
- Employ video to enhance the sales process (pp. 61-63)
- Acquire avatars or spokespersons to engage the customer. (p. 63)
- Ask on lead generation forms only what is needed, omit reset buttons, and include a link to your privacy policy and "About Us" information. (pp. 63-64)
- Provide instant contact tools. (p. 64)
- Employ coupons to motivate slow shoppers. (p. 64)
- Extend a new offer on your thank you page or e-mail. (p. 64)

### Testing

- Select and sign up for a testing tool such as [Vertster](#) or [Google Website Optimizer](#). (p. 71)
- Test the most important landing page elements from the top 10. (pp. 70-71)
- Set up an ad tracking system. (p. 72)
- Optimize your Google AdWords title and text. (p. 72)
- Avoid errors from simultaneously optimizing both ads and landing pages. (p. 73)
- Test usability on your landing page and through to the sales confirmation page. (p. 73-74)

- Study scrolling behavior using [ClickTale](#). (p. 74)
- Analyze and optimize sales paths. (p. 75)
- Maintain a journal of test results. (p. 75)

### **Segmenting and Sales Paths**

- Segment your visitors. (pp. 77-79)
- Develop a sales path for each persona. (p. 79)

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