



## YOUR LANDING PAGE CHECKLIST FOR PAGES THAT CONVERT

# RUN THROUGH THIS LIST EACH TIME YOU BUILD A NEW LANDING PAGE

**DOES YOUR LANDING PAGE PASS THE BLINK TEST? AKA:** AFTER ONLY 3-5 SECONDS, WILL SOMEONE KNOW WHAT YOUR OFFER IS, WHY YOU'RE OFFERING IT, AND WHY IT'S VALUABLE?

**DO YOU HAVE AN ATTENTION-GRABBING HEADLINE?**

**DO YOU HAVE A RELEVANT AND COMPELLING IMAGE?**

**IS THE COPY CLEAR AND CONCISE? DOES IT EXPLAIN WHAT THE OFFER IS AND WHY IT'S BENEFICIAL?**

**HAVE YOU REMOVED DISTRACTIONS FROM THE PAGE, LIKE EXTERNAL NAVIGATION?**

**DID YOU INCLUDE A PRIVACY POLICY?**

**DID YOU ADD SOCIAL PROOF?**

CHECK, CHECK, CHECK?! Get ready to convert some leads!