

Landing Page Optimization Checklist



- Craft a clever (but clear) headline
- Stick to one CTA (but multiple buttons)
- Use real photos when you can
- Ensure the design is intuitive
- Create a content-minded CRO strategy
- Make your forms easy (but not so easy you'll be flooded with spam)
- Ensure your ads and landing pages match
- Include social proof
- Highlight your contact information
- Make it easy to share offers & information with social buttons
- Use PageSpeed Insights to check your page load time
- Check your page's mobile responsiveness
- Nurture prospects with email campaigns
- Offer a limited-time deal for leads
- Conduct regular optimization testing