

## Ultimate Landing Page Cheat Sheet

	Yes	No
Do you know your business objective for the landing page?		
Can you describe your target customer for the landing page?		
Are you sending your inbound traffic for your campaign to a standalone landing page instead of your Home page or another page on your website?		
Does the heading reflect the ad or headline people would have clicked on to get to your landing page?		
Does your heading have an H1 tag?		
Is your call to action above the fold?		
Does the call to action make clear what you're offering?		
Does the call to action have an oversize button?		
Are their directional cues to draw the eye to the call to action?		
Have you got rid of distractions?		
Does your landing page have a video?		
Is the text on the page easy to scan?		
Have you used bullet points to simplify your content?		
Have you added genuine testimonials?		
Do you have social like and share buttons?		
Is there a money-back guarantee or something that removes risk?		
Have you used pictures of your product or service being used?		
Have you kept the number of form fields to the bare minimum?		
Does your landing page pass the five-second test?		
Have you carried out A/B split testing?		
Have you given your landing page a unique SEO title and meta description?		
Do the images on your landing page have alt tags?		
Does everything on the page support your single objective or purpose for creating it?		