

# Landing Page Checklist

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## Hero Section

- Is it attention grabbing (does it use a compelling formula?)
- Does it answer: “Why should I care?”
- Does it answer: “What is it?”
- Does it answer: “Who is it for?” (Unless implied)

## USP

- Are my benefits clear and specific (i.e., not “high-quality”)?
- Is it memorable (e.g. “The one that \_\_\_\_\_”)
- Does it [solve a real problem](#)?

(Helpful resource: [How to Create a Ferocious Unique Selling Proposition](#))

## Headline

- Does it use the USP?
- Does it align with the lead’s awareness level?
- Does it offer a desirable outcome?
- Does it imply a specific promise?
- Does it make sense without other context?
- Is it under 10–12 words long?

## Sub-headline

- Have I identified the target audience? AND/OR
- Have I clarified/confirmed the headline? AND/OR
- Have I offered an additional compelling argument?

(Helpful resource: [Headline Formulas and the Science of CRO Copywriting](#))



## Body Copy

- Are my first few sentences short and easy to digest?
- Will visitors immediately see an obvious benefit?
- Do I have a “So what” that’s prominent and near the top of the page?
- Have I consistently kept customer priorities in mind?
- Does it answer: “How will my life improve?”
- Does it answer: “How does it work?”
- Does it answer: “Why should I trust you?”



## Calls to Action

- Do I have ONLY ONE clear call to action?
- Does it answer: “What’s next?”
- Does it align with my headline and the lead’s awareness level?
- Does it combine “desired outcome” and “required action”?

- Does it finish the sentence: "I want to \_\_\_\_\_"?
- Is it obvious (Easily identified as CTA)?
- Is it unambiguous (Visitor knows exactly what's coming)?
- Is it explicit (Visitor knows exactly what to do next)?

(Helpful resource: [7 Deadly Sins of Bad Calls to Action](#))



#### Typos (Pick 2 - 3)

- Run spellcheck
- Change the font and review
- Print & read aloud
- Read backwards
- Have someone else read it aloud



#### Misused Words/Phrases

- Your/You're
- There/Their/They're
- Than/Then
- Accept/Except
- Affect/Effect
- Elicit/Illicit
- Who's/Whose



#### Plague Words (Time-Wasters)

- "Very/Really/Quite"
- "Indeed/Of course/At any rate/Nevertheless"
- "Due to the fact that"
- "It goes without saying"
- All industry jargon removed (unless used by your prospects)
- All clichés

(Helpful resource: [Ian Lurie's Master List of Plague Words](#))



#### Sentence Structure

- Paragraphs start short/digestible
- Every sentence reflects a complete idea
- Periods, question marks, exclamation marks and commas used appropriately
- Proper nouns are capitalized
- Consistent use of numbers and names (e.g. "9" vs. "nine")



#### Layout

- Have I defined a baseline ("These types of sections, in this order, because...")
- Have I answered concerns in a logical and conversational order?

- Have I kept my paragraphs short (3–5 short sentences)?
- Have I used bullets to create interest or communicate benefits?
- Have I used images to break up/illustrate different sections (if appropriate)?
- Do my crossheads work as standalones for scanners?
- Have I used enough white space to give the copy room to breathe?
- Does my copy have a CLEAR hierarchy?
- Is copy & design consistent with left-to-right reading patterns?



### Voice & Tone

- Does my copy use [active voice](#)?
- Does my copy use the second person (You/Your)?
- Is the voice consistent with other marketing materials?
- Have I made ample use of the customer’s language?

(Helpful resource: [Finding Your Brand Voice Without Losing Your Mind](#))



### Social Proof

- Uses supporting statistics where appropriate (E.g. “Over 10,000 customers...”)
- Social proof supports specific claims
- Social proof includes specific details (name, business, photo)
- Social proof is verifiable
- Brand logos reflect my ideal client (E.g. “Trusted by companies like...”)

(Helpful resource: [Testify! How to Wield the Power of Your Brand Testimonials & How to Get Credible Customer Testimonials](#))



### Messaging

- Is every sentence crucial (Does it pass the [“Pee Your Pants” Test](#))?
- Is it written for customer’s current awareness level?
- Does it use action-oriented language (Explains what reader can/should do)?
- Does it clearly answer “So What?” AND offer a “Because”?
- Does it clearly tie features to desired benefits/outcomes?
- Is it believable (avoids hyperbole)?
- Does the length match [motivation, anxiety and demand \(commitment\) levels](#)?
- Have I eliminated all risk (Promises, guarantees, money-back policies etc. used near areas of friction)?