

CHECKLIST

8 Steps to Build A Landing Page



Take a pen and check the 8 steps to create a powerful landing page for your website and business:

1. Define your campaign goal.

- | | | |
|--|---|---|
| <input type="checkbox"/> Get Leads | <input type="checkbox"/> Sell a Product | <input type="checkbox"/> Newsletter Sign-Up |
| <input type="checkbox"/> Trial Period | <input type="checkbox"/> E-Book | <input type="checkbox"/> Accept Payments |
| <input type="checkbox"/> Register for an Event/Webinar | <input type="checkbox"/> | <input type="checkbox"/> |

2. Give your landing page a name, add logo and footer.

3. Include the content block structure which sells.

- | | | |
|--------------------------------------|---|---|
| <input type="checkbox"/> Headline | <input type="checkbox"/> Sub-Heading | <input type="checkbox"/> Hero Image/Video |
| <input type="checkbox"/> E-Mail Form | <input type="checkbox"/> Call to Action | <input type="checkbox"/> Testimonials |
| <input type="checkbox"/> Benefits | <input type="checkbox"/> Features | <input type="checkbox"/> |

4. Create your unique content using simple and catchy language style.

5. Add memorable visuals and consistent branding.

6. Double check that all your links and call to action are working.

7. Include meta description and SEO title.

8. Make sure your landing page is responsive and then publish it!

