Create a Landing Page

THAT CONVERTS LIKE

A MOFO

A CHECKLIST

So you are ready to launch your very first landing page?

Or

You have an existing page thats not giving you the conversion you are looking for?

Here is my 10 part checklist that you can use to shoot your conversions through the roof.

Ready. Set. Go!

My landing page has one single objective (To get people on my mailing list) ☐

My landing page shows within the first 50 words (title, opening statement etc.) who this page is for? ☐

My Heading is something I am POSITIVE my ideal buyers struggle with and I have made it as specific as possible. If in doubt, I will use a "How To" headline such as: ☐

• How to Get [desired result] in [time period]
• How to [desired result] Like [world class example]
• How to turn [pain point] into [desired result]
• How To [desired result] When You're Not [blank]
• How To Become [desired result] When You [something challenging]

My sub headline is a continuation of the promise I made in my headline. It is NEVER a new claim but a reinforcement of the previous one. This is done by adding an explainer, a testimonial, an extra point or a guarantee. ☐

I am using the pain-aggravation-relief-dream method in my copy. This is how it looks: ☐
• State the pain point (Do you suffer…)
• Make it vivid by aggravating it further (How terrible it is to….)
• Present your solution so they breathe a sigh of relief (You don't have to suffer…)
• Let them dream a little about how great life would be with your solution (Imagine when…)

I have emphasize the benefits of my offering NOT the features (People don't buy "4Mbit/s Speed Internet", they buy "Download your favorite song in 30 seconds")

☐

I mention all of these before I ask them to sign up to my mailing list?
• Value of the signup
• What happens when they sign up
• Privacy statement

☐

My Call to Action button is a colour different from my regular brand pallet (But isn't red!)

☐

I have removed all possible distractions from the landing page (No pop-ups, no ads, no social media sharing etc.)

☐

I have made sure that my Call to Action is not generic and overused. Instead of using "subscribe" or "sign up" I am using verbs that indicate the outcome of the action such as "I want to change my life" I "want to be a VIP member" etc.

☐

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