

Your Landing Page Checklist

To get a snap-shot of how effective your landing page could be simply place a tick in the yes or no box for each of the below questions. Tally up the number of yes ticks at the end of this short questionnaire to get a sense of how good your page is.

Question 1	Is your page designed to be specifically relevant to certain traffic sources? Are you sending all your traffic to the one generic page like a homepage? Then select no.	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Question 2	Is there a clear call to action present on this page? Does the visitor know what the expected action is?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Question 3	Is your call to action situated above the fold? The fold being the bottom part of what can be seen of your site without scrolling	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Question 4	Does your call to action stand out? Do you use colour contrast, size and other design principles to make its presence obvious?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Question 5	Does your headline quickly establish relevancy to the traffic source? Do you repeat search terms? Do you get straight to the point?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Question 6	Does the visitor know what the purpose of the page is after only 5 seconds? If the visitor needs to spend time working out what to do then select no.	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Question 7	Are you using dot points to clearly communicate benefits? You should be? Not everyone will read all your content so make it easy for them.	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Question 8	Does your content cover off on only the essentials? If you talk about stuff the visitor doesn't need to know, get rid of it.	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Question 9	Does your page clearly display trust markers? Testimonials, past clients, industry accreditation and awards...	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Question 10	Are you only asking for what you need with your forms? Only ask for what is essential to complete the 'transaction' or you could put people off.	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

TOTAL SCORE /10

What Next?

If you have scored anything other than a perfect 10 then your landing page needs help. Take note of what questions you answered in the negative and start making changes that let you turn that no into a yes.

To ensure your landing pages meet your business goals and turn those visitors into customers contact Alkemi International about our landing page optimisation services. We utilise proven conversion methodologies with the latest technologies to drive the business results you need.