![Cortex Marketing logo]

The Definitive Landing Page Checklist

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Presented by William S. Dickinson & Cortex Marketing

Why Landing Pages Work

Today's digital marketing tools enable your business to easily generate leads by optimizing web traffic conversion from offer or advertisment to action. These tools allow you to quickly build high-converting Landing Pages and Facebook ad campaigns that convert quality web traffic into MQL's (Marketing Qualified Leads) and highly interested loyal customers.

> *"Lead Generation landing pages (sometimes referred to as lead gen or lead capture pages) use a web form as the Call to Action, for the purpose of collecting lead data such as names and email addresses. This is the primary type of landing page used for B2B marketing."* ~ Unbounce – The World's #1 Landing Page Developer

Executive Summary
The Anatomy of a Landing Page

SKIP THIS SUMMARY

A **Landing Page** is meant to generate a specific action you want a user to take in relation to your business objectives. They help to improve relationships with customers, increase knowledge about your business, and the success of your marketing campaigns by hyper-focusing on the connection of the target audience to the business.

Due to the fact that a **Landing Page** is designed to convert visitors into leads, it is different from other pages in that it follows this basic criterion: it has a form that allows you to capture a visitor's information in exchange for a desired offer. For this reason, a **Landing Page** typically has one purpose. Most often, that single purpose is to collect a visitor's email address or other contact info.

The checklist below covers the best practices, must-do aspects, and the questions you must ask yourself when building a successful **Landing Page**. If you are nearly finished with your landing page, before publishing and sending it out, double-check that you have incorporated my free **Landing Page** design checklist!

If you have any questions, I can be reached by _emailing me_ *directly or by phone within North America at 1-888-502-3523. If you are outside North America, call +1 (778) 771-0131*

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❏ Does my page represent how a conversation would flow?

Think of your landing page as an introductory conversation. It is crucial that you capture the reader's attention in the first few sentences. Do you provide the most critical information in the most logical (and compelling) order? Is the most important information up front? Does it flow well? All these other checklist points are moot if you are not having a interactive conversation with the reader. This is your opportunity to weed out the tire-kickers and reel in your target audience.

❏ Do my images load fast?

Good design has many aspects, and one of those is ensuring your images are optimized. Size your images so they load quickly but still look great on every device, and as a rule of thumb, consider the largest device your image will display on, and crop it to that width. That said, it should be pointed out that "dimensional size" is different than "file size". For a file to load fast, the file size should be as small as possible without sacrificing quality; however, because the quality is subjective, the rule of thumb is that "featured images" should be under 150k and all other images under 50k. With today's average internet speeds being between 5 and 12 Mbps (Megabits per second), for mobile devices, stick to the above guidelines and there should be no problem with your page loading quickly.

❏ Is my design simple? "*When in doubt, leave it out!*"

Use your "design" to tell a story. Every design should elicit emotion and each element should work to drive visitors toward a conversion goal (most often to engage in a single call to action). Your design should spotlight the key content that needs to be communicated and support the copy, rather than distract from it. From your CTA (Call-To-Action) to your colours, from your images to your layout, when designing a landing page you must have a goal in mind. In most cases, the goal is all about having a high-level conversation: you want to capture those visitors who are already seeking your widget or services and who are often ready to buy.

❏ Did I design it with a mobile mindset?

In 2019, 63.4% of all mobile phone users will access the Internet from their mobile phone; as such, it's critical to ensure users can view your Landing Pages and fully interact with your content. This is not just a fad or a craze either — as mobile traffic was responsible for 52.2% of internet traffic in 2018 — compared to 50.3% from 2017. However, while the total percentage of mobile traffic now exceeds desktop traffic, engagement is still higher on a desktop.

❏ Have I ensured my brand's alignment?

There are many templates out there to help you build your Landing Page, however, remember that at their best, templates are merely rough drafts. You need to customize them to match your brand. For the highest effectiveness specific to lowering conversion anxiety, create a comfort level by ensuring all your branding is aligned. This also rings true for all your branding components, including your logo and style. I know this sounds like a no brainer, but you'd be surprised how many businesses overlook this.

❏ Have I considered the visitor's full experience?

Where are visitors coming from and going to? Your landing page is just a single step in someone's journey across many touchpoints with you and your business. Be sure to plan out the content that leads visitors to your page, as well as what will be delivered after they take action. Designing your Landing Page with the user's experience top-of-mind will ensure your messages have the most effectiveness. The user's experience is a combination of how a visitor experiences your branding, design, content, and messaging, and likely, it is the single most important facet regarding the effective engagement conversion of your Landing Page (and website).

❏ Am I showing my street-cred?

With the potential of hundreds — if not thousands — of businesses pitching the same widget you do, are you seen as credible? When it's appropriate, include testimonials or reviews that entice visitors to take action. Use customer photos as well as testimonials to help build credibility. So, how do you create business credibility? A credible source makes for quicker and firmer decisions. In a testimonial, a credible person is an expert (experienced, qualified, intelligent, skilled) who is seen as trustworthy (honest, fair, unselfish, caring) because of verifiable history. Research shows that creating a hyperlink directly to that person (e.g their LinkedIn profile) increases testimonial credibility two-fold.

❏ Am I set up to test the traffic data?

One of the most common missed components of a Landing Page is that there are measurable metrics in place. A/B testing, as well as overall traffic data, is crucial to an effective Landing Page design. Accuracy in traffic data collection is as fundamentally important on the web as it is in real-life. As an example, a transportation engineer designing a road puts an enormous amount of design-energy into traffic flow projections. It is equally crucial that you utilize that same engineering insight into how to best approach the predicted web traffic flows. The resulting data serves as the foundation of planning for road, highway and bridge infrastructure. In the Landing Page world, traffic engineering is that phase of engineering that deals with the planning, design, and operations of roads, streets and highways and their networks — conversion and engagement engineering are no different — as it is all about driving conversions through flow efficiencies, ease-of-use, and emotional-relevance. Driving conversions is an important part of the reader's larger engagement, retention, and monetization strategies.

Want to talk about your marketing? Phone chats are always free!!

1-888-502-3523