

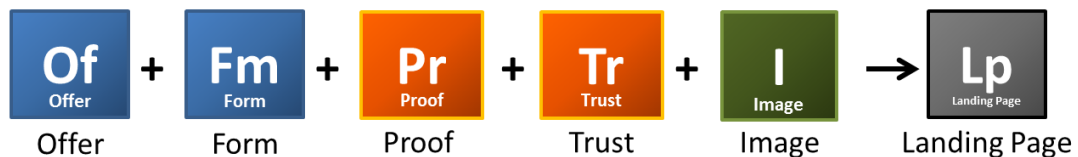


phone 888.961.6604 • 8650 Spicewood Springs Rd. Ste. 145-601 Austin, Texas 78759
TheLab@ConversionSciences.com • www.ConvesionSciences.com

The Landing Page ROI Checklist

For High-performing Landing Pages

Brian Massey, Conversion Sciences





The High-converting Landing Page

A Landing page has two jobs:

1. Keep the promise made by an ad, email, search, affiliate, or link.
2. Get the visitor to take an action that will move my business forward.

Anything that does not support these two goals doesn't belong on a landing page.

To develop a high-converting landing page, we must start with a blank canvas.

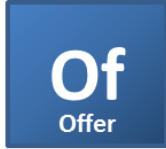
Hosting

High-performing landing pages should not be built on the corporate website template. Navigation and default links are distractions for visitors to your landing page.

Alternatives for hosting landing pages include:

1. Landing page services such as Unbounce, Lander, and LeadPages
2. A blank page on your corporate CMS
3. Marketing Automation systems, such as Eloqua, Marketo, and Pardot.

Where will you host the landing page?



Offer

Offer

What will you offer your visitors to this page? Here are some examples:

Free eBook, whitepaper, webinar, free consultation, free trial of software.

Details

Describe the offer in detail, keeping in mind the desires of your visitors. **Examples:** Table of contents, number of pages, specs of product, length of consultation, qualifications of webinar presenter, what visitors will learn if they subscribe, length of trial.



Traffic Sources

Where will the traffic for this landing page come from?

- Ad Email Link on Site Affiliate SEO Social Media
- Other

What is the promise made by the ad, link, email, that is bringing traffic to this page?

Headline

Compose one or more headlines that keep the promise of the ad:



Form

What information do you need to collect in your form?

Form

For Purchase

- Credit Card Information (Name, Address, Billing Address, CVV, Expiration, Type)
- Shipping address
- Other _____

Lead Information

- First Name
- Last Name
- Email Address
- Phone Number

Qualifying Information

- Company
 - Title
 - Decision Timeframe
 - Budget
 - Other _____
- _____
- _____



Button Call to Action

What will the button say other than "Submit"?



Proof

Proof

Why should the visitor take advantage of this offer? "Proof" points can include number of others who have done this, independent studies, ratings and reviews, testimonials, awards and honors.



Trust

How will you build trust with the visitor? You may include

Trust

Guarantee or Warranty: _____

Seals of Industry Organizations: _____

Existing Client: _____

Media Coverage: _____

Security Logos like Verisign, McAfee: _____

Business Reputation: _____

Privacy Policy: _____

Other: _____



Image

Show them the product.

Image

What visuals will you use to show the visitor the product or services?

- Detailed pictures of the product
- ~~Stock photos of smiling people~~
- Diagrams
- 3D rendering of report, white paper, eBook or other digital offer
- Screen captures
- Presenter headshot
- Customers and/or employees
- Chart or graph
- Video
- Something creative and relevant

Describe the Image





Post-design Evaluation

Are there any sources of abandonment on the draft of the page?

- Navigation to any other page
- Social media icons
- Secondary offers
- Unnecessary choices
- Long paragraphs of text
- Design elements that look like the end of the page
- Unfamiliar interactive elements
- Killer form fields like "Mobile Phone", "Social Security Number" or personal questions

Date of removal: _____



Signoff (Optional)

To help you guide your writer, designer and those reviewing the work, we offer the following creeds:

Copywriter

I promise to write copy that anticipates real objections of your prospects using details, not generalities.

My paragraphs will not be longer than three lines on the page.

I will make frequent use of subheadings, bullets and highlights.

I will choose images that are relevant to my copy and the offer.

I will only talk about the company and its products to build trust or proof.

Signed: _____, Copywriter

Designer

As Designer, I promise to create a visual hierarchy drawing the viewer's eye to the key parts of the landing page using position, white space, font, color, text size and other visual elements.

I will not add anything to the page that does not contribute to the Offer, Form, Proof, or Trust on the page.

I will not add social media icons.

I promise to make any call-to-action buttons in a color different from the page's palette.

Signed: _____, Designer



Conversion Sciences
www.ConversionSciences.com

Project Leader (You)

I promise to get this document approved by those who will review the landing page before showing them the final product.

I will protect the copy from anyone who is not an experienced writer, within reason.

I will protect the design from anyone who is not an experienced designer, within reason.

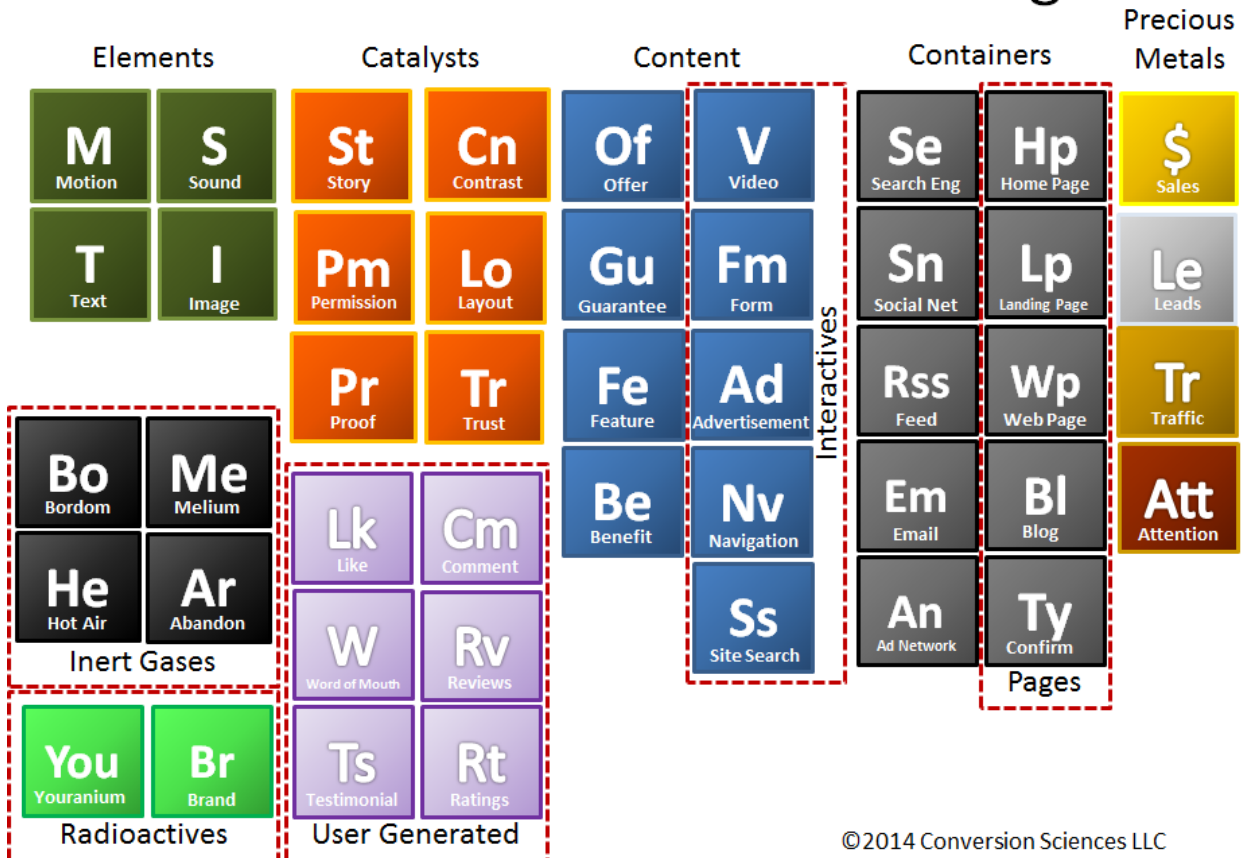
I will put my reputation on the line knowing that this landing page is highly likely to be successful.

I will measure the results of this effort so that I can learn about my visitors' needs.

Signed: _____, Parent of this Landing Page



Elements of Online Marketing



©2014 Conversion Sciences LLC

Get a free Landing Page review from
Conversion Sciences.

<http://conversci.com/FreeCons>