

# 15-POINT LANDING PAGE CHECKLIST

Grading Element	Exceptional (4 points)	Competent (3 points)	Needs Improvement (2 points)	Unsatisfactory (1 point)	Score
<b>Offer</b>					
<b>Clarity</b>	<ul style="list-style-type: none"> <li>A clear, "tightly-written" headline, and subheadline that answers "What is it?" and "What does it do for me?"</li> <li>The promise made in the headline is expanded upon in the subsequent content</li> <li>Headline is compelling without being misleading or hypey.</li> </ul>	<ul style="list-style-type: none"> <li>Headline needs to be "tightened" or only answers one of the key questions.</li> <li>Headline isn't as compelling as it could be or is somewhat hypey or misleading.</li> </ul>	<ul style="list-style-type: none"> <li>Headline is "wordy" or far too short to completely communicate the promise.</li> <li>Headline is not compelling or is hypey or misleading.</li> </ul>	<ul style="list-style-type: none"> <li>Elements of the promise made in the headline are not delivered upon in the subsequent content</li> <li>Headline is weak or completely misleading and/or hypey.</li> </ul>	
<b>Scent</b>	<ul style="list-style-type: none"> <li>The copy and promises of the ad (or referring source) is articulated on the page.</li> <li>The images from the ad (or referring source) are shown on the landing page.</li> <li>The design of the landing page is consistent with the ad (or referring source).</li> </ul>	<ul style="list-style-type: none"> <li>The copy and promises of the ad (or referring source) are somewhat articulated on the page.</li> <li>The design of the landing page is somewhat consistent with the ad (or referring source).</li> </ul>	<ul style="list-style-type: none"> <li>The copy and promises of the ad (or referring source) are loosely articulated on the page.</li> <li>The design of the landing page is loosely consistent with the ad (or referring source).</li> </ul>	<ul style="list-style-type: none"> <li>The copy and promises of the ad (or referring source) are not articulated on the page.</li> <li>The images from the ad (or referring source) are not on the landing page.</li> <li>The design of the landing page is not consistent with the ad (or referring source).</li> </ul>	
<b>Relevance</b>	<ul style="list-style-type: none"> <li>The offer is something the target audience wants/needs.</li> <li>The offer articulation is personalized for the specific target market.</li> </ul>	<ul style="list-style-type: none"> <li>The offer is something the target audience wants/needs.</li> <li>The offer is articulated for an individual audience (many-to-one).</li> </ul>	<ul style="list-style-type: none"> <li>The offer is something the target audience might want/needs.</li> <li>The offer isn't articulated for the audience but is a feature list.</li> </ul>	<ul style="list-style-type: none"> <li>The offer isn't something the target market wants/needs.</li> <li>The offer is poorly articulated to any audience.</li> </ul>	
<b>Visualization</b>	<ul style="list-style-type: none"> <li>The product or service is depicted via authentic imagery or video.</li> <li>The product's or service's features are depicted by authentic imagery or video.</li> </ul>	<ul style="list-style-type: none"> <li>The product or service is depicted via stock imagery or video.</li> <li>The product's or service's features are depicted by bulleted lists.</li> </ul>	<ul style="list-style-type: none"> <li>The product or service is depicted via stock imagery or video.</li> <li>The product's or service's features aren't depicted at all.</li> </ul>	<ul style="list-style-type: none"> <li>The product or service is not visually depicted.</li> <li>The product's or service's features aren't visually depicted.</li> </ul>	
<b>Form/CTA</b>					
<b>Visible Form</b>	<ul style="list-style-type: none"> <li>The form is immediately visible.</li> </ul>	N/A	N/A	<ul style="list-style-type: none"> <li>The form is not immediately visible.</li> </ul>	
<b>Appropriate Number of Fields</b>	<ul style="list-style-type: none"> <li>The number of form fields is appropriate for the offer, e.g., high commitment offers have longer forms &amp; lower commitment offers have shorter form fields.</li> <li>There are no "optional" fields.</li> </ul>	N/A	N/A	<ul style="list-style-type: none"> <li>The number of form fields is disproportionate to the offer, e.g., high commitment offers have longer forms &amp; lower commitment offers have shorter form fields.</li> </ul>	
<b>Compelling Form Headline</b>	<ul style="list-style-type: none"> <li>A clear, "tightly-written" headline, and subheadline that answers "What is it?" and "What does it do for me?"</li> <li>The promise made in the headline is expanded upon in the subsequent content</li> <li>Headline is compelling without being misleading or hypey.</li> </ul>	<ul style="list-style-type: none"> <li>Headline needs to be "tightened" or only answers one of the key questions.</li> <li>Headline isn't as compelling as it could be or is somewhat hypey or misleading.</li> </ul>	<ul style="list-style-type: none"> <li>Headline is "wordy" or far too short to completely communicate the promise.</li> <li>Headline is not compelling or is hypey or misleading.</li> </ul>	<ul style="list-style-type: none"> <li>Elements of the promise made in the headline are not delivered upon in the subsequent content</li> <li>Headline is weak or completely misleading and/or hypey.</li> </ul>	
<b>Visible &amp; Noticeable CTA</b>	<ul style="list-style-type: none"> <li>The CTA is visible.</li> <li>The CTA stands out.</li> <li>The CTA is reiterated throughout the page.</li> <li>The CTA is descriptive, e.g., not "Submit"</li> </ul>	<ul style="list-style-type: none"> <li>Only 3 of the 4 CTA criteria are met.</li> </ul>	<ul style="list-style-type: none"> <li>Only 2 of the 4 CTA criteria are met.</li> </ul>	<ul style="list-style-type: none"> <li>1 ≤ of the 4 CTA criteria are met.</li> </ul>	
<b>Trust</b>					
<b>Professional Design</b>	<ul style="list-style-type: none"> <li>Layout is smooth and revolves around a single idea.</li> <li>Fonts are consistent</li> <li>Images are authentic</li> <li>The page flow is intuitive to the user.</li> </ul>	<ul style="list-style-type: none"> <li>Layout is smooth and revolves around a single idea.</li> <li>Too many font types, sizes, and colors.</li> <li>Imagery is unprofessional or inauthentic.</li> <li>The page flow is intuitive to the user.</li> </ul>	<ul style="list-style-type: none"> <li>Page layout is a mashup of multiple design inspirations.</li> <li>Too many font types, sizes, and colors.</li> <li>Imagery is unprofessional or inauthentic.</li> <li>The page flow is intuitive to the user.</li> </ul>	<ul style="list-style-type: none"> <li>Page layout is a mashup of multiple design inspirations.</li> <li>Too many font types, sizes, and colors.</li> <li>Imagery is unprofessional or inauthentic.</li> <li>The page flow is unintuitive to the user.</li> </ul>	
<b>Relevant Trust Icons</b>	<ul style="list-style-type: none"> <li>Page uses trust icons.</li> <li>Trust icons are appropriate for the page context.</li> <li>There are no "old school" hyperbolic trust claims, e.g. "Risk Free"</li> </ul>	<ul style="list-style-type: none"> <li>The page uses trust icons.</li> <li>Trust icons are not appropriate for the page context.</li> <li>There are no "old school" hyperbolic trust claims, e.g. "Risk Free"</li> </ul>	<ul style="list-style-type: none"> <li>The page has trust icons.</li> <li>Trust icons are not appropriate for the page context.</li> <li>There are "old school" hyperbolic trust claims, e.g. "Risk Free"</li> </ul>	<ul style="list-style-type: none"> <li>There are no trust icons</li> </ul>	
<b>Authentic Testimonials</b>	<ul style="list-style-type: none"> <li>Your page uses testimonials.</li> <li>Your testimonials are not anonymous.</li> <li>Your testimonials include a name, photo, job title, and place of business.</li> </ul>	<ul style="list-style-type: none"> <li>Your page uses testimonials.</li> <li>Your testimonials are not anonymous.</li> <li>Your testimonials don't include all of the following: name, photo, job title, and place of business.</li> </ul>	<ul style="list-style-type: none"> <li>Your page uses testimonials.</li> <li>Your testimonials are anonymous.</li> <li>Your testimonials don't include any of the following: name, photo, job title, and place of business.</li> </ul>	<ul style="list-style-type: none"> <li>The page has no testimonials</li> </ul>	
<b>Clear Privacy Policies</b>	<ul style="list-style-type: none"> <li>There is a visible privacy policy.</li> <li>There is no "cute" copy for your privacy policy information.</li> <li>The privacy policy is in proximity to your CTA.</li> </ul>	<ul style="list-style-type: none"> <li>There is a visible privacy policy.</li> <li>There is "cute" copy for your privacy policy information.</li> <li>The privacy policy is in proximity to your CTA.</li> </ul>	<ul style="list-style-type: none"> <li>There is a visible privacy policy.</li> <li>There is "cute" copy for your privacy policy information.</li> <li>The privacy policy is not near your CTA.</li> </ul>	<ul style="list-style-type: none"> <li>The page has no privacy policy.</li> </ul>	
<b>Visual Hierarchy</b>					
<b>Using Visual Queues to Highlight Key Areas</b>	<ul style="list-style-type: none"> <li>The page and design guide the eye to high priority sections.</li> </ul>	N/A	N/A	<ul style="list-style-type: none"> <li>The page and design conflict with your high priority page sections.</li> </ul>	
<b>Page Design Fits a Singular Theme</b>	<ul style="list-style-type: none"> <li>The fonts, colors, imagery, and copy compliment each other.</li> </ul>	N/A	N/A	<ul style="list-style-type: none"> <li>The fonts, colors, imagery, and copy compete with one another as a "frankenpage".</li> </ul>	
<b>Supporting Imagery</b>	<ul style="list-style-type: none"> <li>The supporting imagery, e.g., features, product use, etc... does not compete with your CTA.</li> <li>The supporting imagery, e.g., features, product use, etc... does not break the page theme.</li> </ul>	<ul style="list-style-type: none"> <li>The supporting imagery, e.g., features, product use, etc... does compete with your CTA.</li> <li>The supporting imagery, e.g., features, product use, etc... does not break the page theme.</li> </ul>	<ul style="list-style-type: none"> <li>The supporting imagery, e.g., features, product use, etc... competes with your CTA.</li> <li>The supporting imagery, e.g., features, product use, etc... does break the page theme.</li> </ul>	<ul style="list-style-type: none"> <li>The page doesn't use supporting imagery and relies on the hero shot.</li> </ul>	

<b>Action Items</b>	<b>Final Score</b>
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