The landing page checklist

12 things to get right before you send ad traffic

Score your page out of 12. Fix the failures closest to the enquiry first: the form, the phone number and the message match.

- [ ] **1. Message match**
  The headline repeats what the ad or search promised.
  Fix: Rewrite the headline to use the words in the ad.

- [ ] **2. One goal**
  One clear action: a form, a call or a booking.
  Fix: Remove competing buttons and menus.

- [ ] **3. Above the fold**
  The offer, proof and a way to act show without scrolling.
  Fix: Move proof and the button up the page.

- [ ] **4. Speed**
  The page loads quickly on a mobile connection.
  Fix: Compress images, remove unused scripts.

- [ ] **5. Mobile first**
  Readable, thumb friendly and easy to tap.
  Fix: Test on a real phone and enlarge small buttons.

- [ ] **6. Phone number**
  Visible, tappable and answered.
  Fix: Make it a tap to call link and check someone answers.

The landing page checklist

Continued

- [ ] **7. Short form**
  Only the fields you need, with a clear button.
  Fix: Cut fields. Keep one or two that filter.

- [ ] **8. Proof**
  Real reviews, numbers or photos of real jobs.
  Fix: Add three real reviews near the button.

- [ ] **9. Price or process**
  People know what happens next, and roughly what it costs.
  Fix: Add a short how it works and a price guide.

- [ ] **10. Trust signals**
  Accreditations, insurance, registration where relevant.
  Fix: Add logos and registration numbers.

- [ ] **11. Tracking**
  Form submissions and calls counted once.
  Fix: Test with a real lead. See the conversion tracking guide.

- [ ] **12. Follow up**
  An instant confirmation and a fast reply.
  Fix: Set an automatic reply and an alert to your phone.

> **Your score: ____ / 12.** Under 8: fix the page before you spend more on ads. 8 to 10: test one change at a time. 11 to 12: the page is ready, so look at your traffic and follow up.

Next step

Test one change at a time and judge on enquiries and booked jobs, not clicks. More at edwardeatonmarketing.com/blog/landing-page-checklist