



Landing Page Design Checklist

How to Use This Landing Page Checklist:

- Use before launching any landing page
- Use during optimization
- Use to audit existing pages

Landing Page Design Checklist

1. Clarity & Focus

- One clear goal (no multiple offers)
- Target audience is clearly defined
- Message matches your ICP and pain points
- Page answers: “What is this and why should I care?” within 5 seconds

2. Hero Section (First Screen)

- Clear, benefit-driven headline
- Supporting subheadline (who + outcome)
- Strong primary CTA (not “Submit”)
- Relevant visual (product/service/outcome)
- CTA visible without scrolling

3. Problem–Solution Fit

- Pain points clearly mentioned
- User feels understood
- Solution is explained simply (no jargon)
- Clear connection between problem → solution

4. Value Proposition

- What you offer is स्पष्ट (clear)
- Why it matters is explained
- Differentiation is visible
- Outcome is clearly communicated

5. Trust & Credibility

- Testimonials included
- Case studies or results mentioned
- Client logos / social proof (if available)
- No exaggerated or vague claims

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6. Call-to-Action (CTA)

- CTA is clear and action-oriented
- CTA is repeated across the page
- CTA stands out visually
- CTA matches user intent (not forced)

7. Design & User Experience

- Clean, uncluttered layout
- Easy to scan (headings, spacing)
- Mobile-friendly design
- Fast loading speed
- No unnecessary links or distractions

8. Lead Capture & Tracking (Must-Have System)

- Form is simple (only essential fields)
- Multiple capture options (form / WhatsApp / call)
- Clear next step after submission (thank you page / message)
- No friction (long forms, confusion)
- Google Analytics (GA4) is installed
- Key events are tracked:
 - Form submissions
 - Button clicks (CTA)
 - Page visits
- Conversion events are properly defined
- Landing page performance is being tracked
- Leads are captured in a CRM / system (not lost manually)
- Lead source is tracked (ads / organic / social)
- Follow-up process is defined (call / email / WhatsApp)

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Before launching, confirm:

- Can you see how many people visited the page?
- Can you track how many converted into leads?
- Can you identify which channel brought the lead?
- Can you follow the lead till conversion (sale)?

9. Objection Handling

- FAQs included
- Common doubts addressed
- Risk reduction (free, trial, guarantee if applicable)

10. Final Conversion Check

Before publishing, ask:

- Is the page easy to understand in 10 seconds?
- Is the next step obvious?
- Would you take action if you were the customer?

Golden Rule

If a user has to think too much, they won't convert.



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DECODING
DIGITAL MARKETING

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