Landing Page Checklist

DOMINO
CONNECTION

12 questions your landing page should focus on:

1. ☐ How are you engaging your visitor?
2. ☐ Why should your visitor trust you?
3. ☐ What is your offer and why does it matter?
4. ☐ What are the benefits of your product/service?
5. ☐ What are the features of your product/service?
6. ☐ What images are you using to make the landing page more engaging?
7. ☐ How are you using copy to draw attention to certain concepts and keep them reading?
8. ☐ What exactly will you be delivering to them after they give you their information?
9. ☐ Who is your product/service for? (explain who would be a good fit for your product)
10. ☐ Do you have a guarantee? (If appropriate)
11. ☐ Can you create urgency?
12. ☐ Can you develop a stronger call to action?

Major needs:

1. **Compelling Offer –** Infusing an offer that your ideal buyer can't say no to.
2. **Simple Design –** Creating a clear landing page is vital to improving your conversions.
3. **Inject Relevant Detail –** Develop detail (copy, images, and testimonials) that builds trust.
4. **Use Branding Effectively** – Is your branding congruent?
5. **Write Convincing Copy** – Use words that hit your audience sweet spot. Know what type of language your audience likes to read.

A.I.D.A – The foundation of marketing that works.

Attention
Interest
Desire
Action

"The golden rule for every business man is this: "Put yourself in your customer's place." – Orison Marden

Testimonial

"I tried Google ads in the past with terrible results. When Karl convinced me to hand over the account and let him create a landing page I was skeptical at first, but the results speak for themselves. We've increased our lead generation by 100% and we are excited to bring in even more next month."
- Brian Smith of Service Partner Platform