

Pre-Launch Landing Page Checklist

1. Audience

- ☐ I know who my landing page is for.
- ☐ I know what problem I'm trying to solve.
- ☐ I know how that problem impacts the prospect's life.
- ☐ I know what goal my audience is trying to achieve.
- ☐ I know what that goal would mean to them.
- ☐ I know what objections they have.
- ☐ I know what they've tried in the past.
- ☐ I know what stage of the buyer's journey they're in.

2. Offer & Value Proposition

- ☐ The promised outcome is clear.
- ☐ The promised outcome is enticing.
- ☐ The likelihood of success is high.
- ☐ There's minimal effort on the client's end.
- ☐ There's a definitive time-to-result.

3. Traffic

- ☐ I know where the traffic is coming from.
- ☐ I know what visitors are going to see before the landing page.

4. Tracking

- ☐ Google Analytics
- ☐ Meta Pixel
- ☐ LinkedIn Insight Tag
- ☐ UTMs are set up.
- ☐ Conversions are set up.
- ☐ Attribution is set up.
- ☐ UTMs appear in Google Analytics.

5. Messaging & Copy

- ☐ The copy is clear.
- ☐ The copy is concise.
- ☐ The copy is credible.
- ☐ The copy is compelling.
- ☐ The copy is client-focused.
- ☐ The copy shows that the offer does.
- ☐ The copy presents the offer's features, its benefits, and its meaning.
- ☐ The copy highlights the prospect's problem.
- ☐ The copy shows how your offer aligns with their goals and desires.
- ☐ The copy addresses the prospect's objections.
- ☐ The call to action is obvious.

6. Tech, Integrations, & Legal

- ☐ The landing page is loading quickly.
- ☐ The landing page is mobile-optimized.
- ☐ The landing page is large-monitor optimized.
- ☐ Calls to action redirect to a thank you page.
- ☐ The thank you page loads properly.
- ☐ The thank you page is mobile-optimized.
- ☐ The thank you page is large-monitor optimized.
- ☐ Links are working.
- ☐ Forms are working.
- ☐ Form workflows are working.
- ☐ Privacy policy added.
- ☐ Terms of service added.
- ☐ The page is GDPR compliant.