

# The landing page checklist



## Is your landing page focusing on researchers?

We discussed why you shouldn't waste screen real estate on window shoppers and buyers.



## Does your page have one, single goal?

We discussed that users who are overwhelmed with options won't take any action at all.



## Have you replaced text with images?

We discussed that web browsers don't like to read, and that images can often communicate ideas better than text.



## Is your headline concrete?

We discussed that users need clear headlines to quickly understand what you're offering, and gave specific examples of how to write landing page headlines.



## Does your landing page show social proof?

We discussed that users want before they trust you, and gave specific ways you can communicate social proof.



## Have you invested in good design?

We discussed that design is associated with trust, and gave an example of a site that increased sales by improving its design.



## Have you A/B tested your page?

We discussed how hard it is to predict which landing page generated the highest conversions, and why the best way to create good landing pages is to test different ideas.