



The Essential Lead Generation Landing Page Checklist



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The Essential Lead Generation Landing Page Checklist

You may be wondering, what a lead generation landing page is. This is a landing page with the single goal of capturing someone's email address usually in exchange for an offer. Creating an effective lead generation landing page requires careful planning and optimisation. By following this checklist, you can create a lead generation tool you can use to build a relationship with your audience and convert them into paying customers.

Clear Value Proposition

- Clearly state what you're offering (e-guide, webinar, mini-course, free consultation)
- Highlight the main benefit or value for the visitor (discount, free)

Concise and Persuasive Copy

- Use a clear, benefit-driven headline that grabs attention
- Make your headline specific and relevant to your visitor's needs
- Keep text concise, focus on the benefits and how you're going to solve your audience's problem/s
- Use bullet points or short paragraphs that are easy to scan

Lead Capture Form

- Keep the form short and easy to fill out (typically only name and email)
- Consider using multi-step forms for complex offers
- Use clear labels and placeholders in form fields, and automate with auto-fill for user details if possible

Minimal Distractions

- Remove navigation links that could lead visitors away from the page
- Minimise external links that could distract from the main goal

Clear Call-to-Action (CTA)

- Make the CTA button prominent with contrasting colours
- Use action-oriented text ("Download Now" or "Get Started")
- Place multiple CTAs strategically on the page (beginning, middle, end)
- Use first-person language in your CTA if it makes sense to ("Yes, Subscribe Me")
- Consider adding objection handling ("money-back guarantee", "chemical free", "no commitments")

Engaging Visuals

- Use high-quality images, graphics or videos that support your message
- Ensure visuals are relevant and reinforce your value proposition (benefits and solutions)

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Trust, Credibility & Social Proof

- Include social proof (testimonials, success stories, client logos) if available
- Include trust badges (security certifications, awards)
- Mention any industry affiliations or partnerships

Performance Optimisation

- Ensure your landing page is mobile responsive
- Compress images/videos for faster loading
- Check page load speed (your bounce rate will thank you for it)
- Test the form and CTA buttons on different screen sizes

A/B Testing

- Test different headlines, CTAs, visuals, and form lengths
- Analyse performance metrics (conversion rate, bounce rate) to optimise

Follow-Up Mechanisms

- Set up a system to follow up with leads promptly (automated email confirmation)
- Send a series of educational or promotional emails to re-engage leads over time
- Use exit-intent technology to capture email addresses when a visitor shows signs exiting your site without filling out the form
- Implement cookies and tracking pixels for retargeting

Analytics and Tracking

- Implement tracking codes (Google Analytics) to monitor visitor behaviour and conversions
- Set up goals in analytics to measure the effectiveness of your landing page

