THE LANDING PAGE CHECKLIST
24 POINTS · PRINTABLE

Strategy · Copy · Design · Technical · Testing ? pass/fail checks in launch order. digenio.ai

1 · STRATEGY ? lock it before anything else

1. One page, one goal
State the single conversion action in one sentence.

2. One audience
Written for exactly one segment, not everyone.

3. One traffic source
Message matches where visitors come from.

4. One primary metric
Conversion event + target number defined pre-launch.

5. Competitor reality-check
Seen the 2-3 real rival pages; can say your difference.

2 · COPY ? write the offer

6. Headline = the offer, not the brand
H1 says what the visitor gets, in plain words.

7. Subhead answers 'so what?'
First paragraph = outcome for the visitor.

8. Proof within one scroll
One specific, verifiable proof point above the fold.

9. One CTA, repeated
Single action verb, repeated 2-3 times down the page.

10. Objection handling
Top 2-3 objections answered: price, time, trust, fit.

3 · DESIGN ? lead the eye

11. Visual hierarchy leads to the CTA
Most eye-catching element points to the action.

12. Form friction matches offer value
Ask only for what you will actually use now.

13. Mobile-first check
Seen on a real phone: thumb-reach, font sizes, no h-scroll.

14. Consistent message match
Ad/email and page sound like the same promise.

15. Credibility signals present
Two+ (testimonials, certifications, guarantees) near the ask.

4 · TECHNICAL ? catch silent failures

16. Page speed
Loads in under ~3s on a mid-range phone.

17. Tracking fires correctly
Real form submit seen landing in analytics.

18. Thank-you page + confirmation
Clear confirmation and a next step after conversion.

19. UTMs and attribution
Campaign links carry consistent UTM parameters.

20. Forms tested end-to-end
Notification, CRM sync, autoresponder each verified.

21. Accessibility basics
Alt text, contrast, labels, keyboard navigable.

5 · TESTING ? judge with data

22. Pre-launch 24-point pass
Run by someone other than the page's author.

23. A test queued from day one
A/B test scheduled for the weakest point.

24. A review date on the calendar
30-day review vs. the point-4 target: iterate, scale, or kill.

Automate this checklist: Digenio tracks conversion vs. target, verifies every form, and turns the 30-day review into a report.
Start your free 14-day trial (no card charge): https://digenio.ai/dashboards · Free template, no email required. (c) 2026 Digenio Tech Ltd.