

Landing Page Checklist: 23 Checks Before You Send Traffic

Give each visitor one clear action: call, quote or book.

A landing page has one job. This list keeps the page focused on that job, so more visitors take the one action you want.

ONE PAGE, ONE GOAL

- ☐ The page has a single goal (call, quote request or booking).
- ☐ It speaks to one service and one type of customer.
- ☐ The menu and extra links that lead away are removed or minimized.
- ☐ The ad or link matches the page headline.

WORDS THAT WORK

- ☐ The headline says what I do, for whom, and where.
- ☐ The first screen states the main benefit in plain words.
- ☐ The copy answers the main questions and worries.
- ☐ Every section moves the visitor toward the action.
- ☐ The button or next step says exactly what happens next.

PROOF AND TRUST

- ☐ Real reviews with names or first names and towns, with permission.
- ☐ Real photos of work, not stock.
- ☐ Licenses, insurance and years in business are shown if true.
- ☐ The business name, address and phone are easy to find.
- ☐ I make no promise I cannot keep.

THE FORM AND THE PHONE

- ☐ The form asks only what I need to follow up.
- ☐ The phone number is tap-to-call on mobile.
- ☐ The button text names the result, not just Submit.
- ☐ A thank-you message or page tells them what happens next.
- ☐ Forms and calls are tracked.

TEST AND IMPROVE

- ☐ I tested the page on a real phone.
- ☐ The page loads fast.
- ☐ I change one thing at a time so I know what worked.
- ☐ I review results every few weeks and decide what to change.

Bring your blank boxes to a call.

Boxes I left blank: _____

We will go through your answers, name the gaps worth fixing first, and tell you plainly what you can do yourself.

Want the full picture? Read the [Landing Page Guide for Small Business](https://webfactorymedia.com/landing-page-guide-for-small-business/) at webfactorymedia.com/landing-page-guide-for-small-business/

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Webfactory Media, Carlisle, PA · (888) 849-2397 · webfactorymedia.com