The Savvy Marketer's Checklist for Seductive Landing Pages

Ever wonder what you could do to stop people from bouncing off your landing pages? Use the checklist below to see where you've gone wrong. Or, use it to create a seductive landing page from scratch.

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ACHIEVE YOUR GOAL WITH FOCUS

◯ **Who:** *Understand who you target with your offer — if you target more than one buyer persona, you probably need more than one landing page.*

◯ **What:** *State the precise value you offer your web visitors — even if your offer is free.*

◯ **Why:** *List the reasons why readers want to accept your offer — what's in it for them?*

◯ **Why not:** *Understand what's holding people back from accepting your offer.*

◯ **Take action:** *Decide which one action web visitors should take — buy your product, sign up for your free webinar, or join your email list.*

◯ **Where:** *Appreciate where visitors come from and the message they've read before they arrived on your landing page — what do they expect to see?*

ENTICE REAL HUMAN BEINGS

◯ **Engage:** *Use the word "you" to speak directly to your reader and enter the conversation already going on in his mind by addressing his dreams, fears, and secret wishes.*

◯ **Fascinate:** *Keep your reader glued to your page by eliminating flab and directly answering his questions.*

◯ **Persuade:** *Demonstrate the value of your offer to your reader — how will you make him happier, healthier, or wealthier?*

◯ **Be bossy:** *Have an impeccably clear call to action that explains exactly what you expect your reader to do next.*

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WRITE SEDUCTIVE COPY

○ **Headline:** *No pussyfooting around — make it instantly clear what your page is about.*

○ **Subheads:** *Keep your reader's gaze by giving him a reason to read on.*

○ **Bullet points:** *Cut the waffle by creating enticing bullet points.*

○ **Value:** *Relate each feature to a benefit — show your reader it's about him, not about you.*

○ **Specifics:** *To boost your credibility, use vivid details instead of vapid clichés.*

○ **Testimonials:** *Use quotes from experts and customers to overcome reader objections.*

○ **Facts:** *Demonstrate with substance why people should believe you and trust you.*

○ **Emotion:** *Trigger a favorable response by appealing to your reader's emotions.*

○ **Voice:** *Make your content sound natural by using the phrases your reader uses — speak his language.*

○ **Spell-check:** *Avoid silly spelling and grammar mistakes that undermine your credibility.*

GET READERS TO TAKE ACTION

○ **First person:** *Write button copy that finishes the sentence **I want to ….** For instance: **Get my free ebook** or **Join now** or **Order now**.*

○ **Friction:** *Overcome hesitation by explaining why taking action is hassle-free, like **No credit card required** or **One-minute sign up**.*

○ **Alignment:** *Make sure your button is a logical follow-up to your headline.*

○ **Design:** *Create a button that looks like a button, so people instantly know it's clickable.*

○ **Contrast:** *Make your button stand out, so web visitors can't miss it.*

○ **Forms:** *Don't slow down readers by asking for unnecessary information.*

○ **Repetition:** *Restate your call to action multiple times across your landing page, so your reader can easily click when he's ready.*

CUT THE FLUFF

○ **Scanability:** *Use your headline, subheads, and bullet points to summarize your story.*

○ **Simplicity:** *Avoid jargon so your reader can instantly grasp the meaning of your words.*

○ **Relevance:** *Chop each paragraph and each sentence that doesn't contribute to your goal.*

○ **Tightness:** *Remove excessive words like **just**, **really**, **very**, and **actually**.*

○ **One goal:** *Remove your navigation menu and other extra links distracting web visitors from your one goal.*

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DESIGN FOR CLARITY

○ **Hierarchy:** *Use design cues like font size, white space, and color to highlight the most important elements on your page.*

○ **Scroll:** *Make readers curious to scroll for further information.*

○ **Readability:** *Use a large font and short lines so readers glide smoothly through your content.*

○ **Paragraphs:** *Don't scare off your readers with large blocks of text — keep paragraphs short and specific.*

○ **Nothingness:** *Harness the power of white space to make your page appealing.*

○ **Images:** *Use photos and graphics for more than decoration — entice your readers and clarify your offer.*

○ **Direction:** *Use sight lines in your images to guide your reader's eye.*

○ **Colors:** *Apply a simple color palette to make your page inviting.*

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