Landing Page Optimization Checklist
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Step 1: Planning
- ☐ Goal or goals of the landing page (LP) have been set by business sponsor
- ☐ Keyword research has been conducted to identify terms the audience uses most

Step 2: Content and Copy
- ☐ Duplicate content has been checked for. (Do a Google site search "site:yoursite.com <keyword>" and if a page on that topic already exists, consider using it instead of creating a new page.)
- ☐ Copy has clear and compelling value proposition and is aligned with goals
- ☐ Copy is concise and to the point, but detailed enough to help users make their decision
- ☐ Copy focuses on benefits to end-user rather than features of the product
- ☐ Important keywords are placed in prominent locations (headlines, titles, bolded, front-loaded)
- ☐ Links are descriptive of where they take the user (e.g. no "click here" or "read more")
- ☐ Link text users click to come to the page match the LP headline (for our emails and website pages)

Step 3: Layout and Design
- ☐ LP has one, primary call to action (CTA) which is easily recognizable and above the fold
- ☐ The page is free from clutter, distractions, or undue cognitive load on end-user
- ☐ Images are relevant and add value (not just pretty and take up space)
- ☐ Brand guidelines have been followed for layout, fonts, graphics, tone, etc.
- ☐ Design and tone are consistent across all marketing channels (email, LP, fliers, post cards, etc.)
- ☐ All links, especially the primary and secondary CTAs, appear to be clickable
- ☐ The page, including copy and layout, are approved by sponsoring department, brand, and legal

Step 4: Technical Considerations when Building LP
- ☐ Page title matches H1 headline and is unique on website (Do a Google site search to verify)
- ☐ Meta description uses keywords, has compelling call to action, and is less than 160 characters
- ☐ CTAs are tracked as success events in your web analytics program
- ☐ Images use descriptive alt-text and title
- ☐ Image file names are optimized and human readable (screw-driver.jpg rather than 123xyz.jpg)
- ☐ Social media meta tags are populated for title, image, and description
- ☐ URL uses dashes "-" rather than underscores "_" to separate words
- ☐ URL matches page title (e.g. if title = "Screw Driver" the URL should be "/screw-driver").
- ☐ When the page is taken down, a 301 redirect to a relevant page is put in its place

Optional: Additional Search Engine Optimization
If the page is a short-term promotional page, these SEO elements are not required but still good to do.
- ☐ LP is optimized around a single, high-value keyword or phrase (i.e. the target keyword is used in the title, headline, URL, main body copy, and meta description)
- ☐ Keyword synonyms are used in the copy to make language more natural and varied
- ☐ LP has healthy amount of text (at least 100 words, preferably 500 or more) to give search engines an opportunity to understand what the topic of the page is
- ☐ High value keywords on page are linked to other optimized SEO landing pages, if they exist