



Landing Page Checklist

Use this as a quick sense-check before launching (or fixing) any landing pages.

Intent & relevance

- Does this page match one specific user intent?
- Is it clear who this page is for?
- Does it align with the ad, keyword, or message that brought users here?
- Would a user immediately feel like they're in the right place?

Messaging & clarity

- Is the headline clear and specific?
- Does it reflect what users are searching for?
- Is the value proposition obvious without scrolling?
- Are you explaining what you do and why it matters quickly?

Structure & layout

- Is the page easy to scan (clear sections, headings, spacing)?
- Does the layout guide users naturally towards action?
- Is important information visible above the fold?
- Does it work well on both mobile and desktop?

Calls to action (CTAs)

- Is there a clear primary CTA?
- Are you offering alternative CTAs for users not ready to convert?
- Are CTAs visible throughout the page?
- Do CTAs match the user's stage in the journey?

Addressing hesitation

- Are common questions answered (FAQs, pricing, process)?
- Are you removing friction rather than creating it?
- Does the page help users make a decision?

Trust & credibility

- Are there testimonials, case studies, or client logos?
- Do you show proof of results or experience?
- Does the page feel credible and trustworthy at a glance?

Content & visuals

- Is the content genuinely useful (not just filler)?
- Are you avoiding generic stock imagery where possible?
- Do visuals support the message rather than distract from it?



Performance & experience

- Does the page load quickly (especially on mobile)?
- Is navigation simple and intuitive?
- Can users take action without unnecessary steps

Tracking & optimisation

- Are you tracking engagement and conversions (GA4)?
- Do you know where users drop off?
- Are you testing different headlines, layouts, or CTAs?
- Are you using tools like Clarity to understand behaviour?

Unleash your potential

At Quibble, we're knowledgeable and provide honest, result-driven campaigns. We believe in transparency and will always keep you informed about the progress of your project.

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