

FUNNEL SUCCESS BLUEPRINT

33-POINT PROFITABLE LANDING PAGE CHECKLIST



How to Use The Checklist

Review Each Section:

The checklist is divided into four major sections. Each section covers a different aspect of your landing page. By grouping the tasks, it is easier to tackle them systematically.

Mark Off Tasks:

As you work on your landing page, use the checklist to verify that you have completed each task. If an item doesn't apply to your situation, ignore it.

Implement Feedback:

If you encounter areas of difficulty when checking off items, or if you fail to meet certain requirements, use this as a guide on what to refine on your landing page.

Keep the Checklist Handy:

Refer back to the checklist every time you create a new landing page. It serves as a useful guide to keep you aligned with best practices.

Remember that creating a landing page is not a one-size-fits-all process. This checklist serves as a guide but can be adapted to suit your specific needs. After all, the goal is maximizing conversion rates for your unique brand and audience.

If you need any assistance or have any questions when using this checklist, feel free to contact Bolivar from Funnel Vibe at bolivar@funnelvibe.com.

Please share the checklist with a colleague if you found it valuable: www.funnelvibe.com/tools/page-checklist

Let's do this together!



Bolivar Muniz, Funnel Vibe Founder

Conversion Optimization

- Does your landing page have a captivating "hero" section?
- Do you have an offer that addresses the client's needs?
- Does your landing page have a visually appealing, professional design?
- Have you included real testimonials and social proof?
- Have you included trust symbols, like logos, badges, or certificates?
- Have you detailed the unique selling points that will differentiate you from your competition?
- Do you have a clear, consistent, and compelling call-to-action? The main action you want them to take.

Design & Copywriting

- Have you replaced all placeholder graphics with relevant ones?
- Are the color scheme, typography, and spacing consistent and in line with your brand?
- Have you proofread all the copy for errors?
- Does your landing page have a unique favicon?
- Have you set up SEO metadata (title, meta description, share image)?
- Do you have a "thank you" page connected to the form (if applicable)?
- Did the page pass the Five Second Test?

- Have you removed all non-essential external links?
- Does the call-to-action stand out with visual cues and contrasting colors?
- Does the above-the-fold copy have a high degree of message match with the traffic source copy?

Page Speed & Usability

- Have you compressed and optimized all images and graphics for faster load times?
- Does your page meet favorable ratings on a page speed test?
- Does the page display perfectly on desktop and mobile devices?
- Have you tested the page in both major browsers (Chrome and Safari)?
- Are all forms and checkout flows working fine with no usability issues?
- Are all buttons and links working well?
- If applicable, are your popups or sticky bars functioning properly?

Integrations & Analytics

- Have you correctly installed all the tags, scripts, and pixels needed for analytics?
- Have you set up and tested conversion events and goals?
- Have you correctly set up the domain and final URL?
- Is your page secured with a valid SSL certificate?

- Have you linked your privacy policy, terms page, and/or cookie notice?
- Have you successfully integrated all the necessary tools (CRMs, chat systems, email platforms)?
- Have you set up and tested all required internal notifications and alerts?
- Have you tested the complete funnel from start to finish?
- Finally, did you reset all tracking stats before launch?

Need Some Tool Suggestions?

Whether you are creating your funnels, websites, or landing pages, we highly recommend using Systeme.io.

As an all-in-one marketing platform, Systeme.io simplifies the process of running an online business. Here are some reasons why we recommend it:

Ease of Use: Systeme.io is designed for entrepreneurs, not tech experts. You don't need any coding skills to use it. It's user-friendly, which means you can focus more on your strategies and less on tool management.

Comprehensive Solution: It is precisely what it claims to be - an all-encompassing tool. Systeme.io enables you to not only create stunning landing pages but also full-featured websites, sales funnels, run email campaigns, sell products online, host courses, manage affiliates, and much more.

Integration: Systeme.io integrates seamlessly with your preferred third-party applications, making it even easier to get everything done in one place.

Cost-Effective: Compared to purchasing multiple tools for different marketing needs, Systeme.io offers affordable plans. This allows you to maintain a tool that handles nearly all online-related business activities without breaking the bank.

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