High converting Ecommerce landing page checklist

Turn your website visitors into *paying customers.*

Creating a high-converting ecommerce landing page involves a strategic combination of design elements, persuasive content, and technical optimisation. Here's a detailed checklist to ensure your landing page maximizes conversions.

✅ **Header Banner:** Highlight USPs or unique offerings in the header banner for example: Free shipping on order over $50, Exclusive 20% off on first purchase etc.

✅ **Heading:** The heading should clearly present the main benefit or unique value of the product. Use a formula:

X ways to achieve [Desirable Thing] without doing [Undesirable Thing]
3 Ways to Enjoy Gourmet Coffee at Home Without the Barista Price Tag

[Do Difficult Thing] in [Specific Period of Time] Even if [Shortcomings]
Get Fit in 30 Days Even if You Can't Go to the Gym

Achieve [Desirable Thing] like [An Expert] Even Without [Something Expected]
Achieve Professional Chef Flavors at Home Even Without Culinary School Experience

How to Eliminate [Biggest Problem] without doing [The Thing They Hate] Within [Specific Timeframe]
How to Eliminate Pet Odors Without Harsh Chemicals Within One Week

How to [Solve a Pain Point] Without [Commonly Disliked Action] in [Timeframe]
How to Organize Your Home Office Without Buying More Furniture in Just 2 Days

✅ **Subheading:** Pick up a pain point/ issue your audience is facing and address that while busting a myth they have. Use a formula:

[Pain Point] + [Relief]
Frustrated with Short Battery Life? Our Phones Last 48 Hours on a Single Charge!

[Common Belief] + [Counter Argument]
Think Stylish Shoes Can't Be Comfortable? Our Range Proves They Can!

[Desired Outcome] + [Timeframe]
Achieve Clearer Skin in Just 14 Days with Our All-Natural Skincare Line!

[Question That Addresses a Pain Point]
Worried About Allergens in Your Home? Breathe Easy with Our Advanced Air Purifiers.

[Specific Feature] + [Benefit]
With Our Smart Watch's GPS Tracking, Never Worry About Getting Lost Again.

✅**Product Gallery:** Use high-quality images to showcase your products from multiple angles. Include zoom-in functionality to highlight quality and detail.

Pro Tip: Use the product gallery to provide more information. You can add multiple images or videos that increase the perceived value of your product.

✅ **Product Descriptions:** Provide detailed descriptions that focus on benefits over features. Use bullet points for easy readability and highlight key features that solve common pain points.

✅ **CTA:** Use compelling CTAs that encourage immediate purchase. Ensure the CTA is visually distinct and placed strategically throughout the page. Examples include "Add to Cart", "Buy Now to Save 20%", or "Shop Today for Free Delivery".

✅ **X Reasons Why:** This section is a great way to differentiate your offerings. Use bullet points / blocks for readability and ensure each reason is compelling and concise.

✅ **Customer Reviews and Ratings:** Share customer testimonials and reviews prominently. Include ratings to build trust and provide social proof of the product's quality.

✅ **Us vs Them:** Include a comparison between you and your competitors. Make sure it is fair and factual. Use a table or bullet points for clear comparisons.

✅ **Trust Badges:** Display security badges, return policy, and money-back guarantees to reassure customers about their purchase.

✅ **Utilize urgency or scarcity:** Encourage users to act now by incorporating limited-time offers or scarcity marketing into your landing pages.

✅ **Upsell/cross-sell:** Maximize order values by recommending related products at the right time.

✅ **FAQ Section:** Address common questions related to the product, shipping, and returns to alleviate potential hesitations and improve conversion rates.

Additional Elements to Consider:

✅ **Visuals and Media:** Use engaging visuals such as videos demonstrating the product in use or interactive 360-degree views to enhance user engagement.

✅ **Benefits over Features:** While listing features is important, translating those features into benefits that resonate with the audience can be more compelling.

✅ **Mobile Optimisation:** Ensure the landing page is optimised for mobile devices, providing a seamless experience for users on any device.

✅ **Loading Speed:** optimise images and scripts to ensure the page loads quickly, as slow loading times can increase bounce rates. Use this free tool

✅ **Social Proof:** Beyond customer reviews, include case studies, media mentions, or celebrity endorsements to enhance credibility and attract a wider audience.

✅ **Exit-Intent Popup:** Consider implementing an exit-intent popup offering a discount or special offer to capture leads or sales from visitors intending to leave the page.

When writing your landing page content, you can utilize the following building blocks to enhance the perceived value:

✅ **What is the desired result?**
This element is about painting a vivid picture of the ideal future state for your prospects. It's crucial to show how your product can transform their current situation into their desired one. The key is to tap into their aspirations and demonstrate how you can help achieve them.

- Start with a bold statement that captures the transformative potential of your offering.
- Describe a scenario where your product has already changed someone's life or business.
- Use aspirational language that taps into the emotions and desires of your audience.

Example:
Imagine a home where every morning starts with the perfect cup of coffee. Our state-of-the-art espresso machines have helped thousands start their day right, transforming morning routines into a luxurious experience.

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✅ **Are you solving a problem worth solving?**

This is about validating the customer's pain points and showing that you understand their challenges. It's essential to articulate the problem clearly and demonstrate that solving it will bring significant value to their lives.

- Clearly identify common pain points your target audience experiences.
- Discuss these problems in detail to show understanding and empathy.
- Explain why these issues need immediate solutions.

Example:

Are rising energy costs crippling your monthly budget? You're not alone. Our smart energy solutions are designed to cut your bills by up to 50%, providing relief that every homeowner deserves.

✅ **What is the perceived likelihood of success?**

Build trust by showcasing evidence of your product's effectiveness. Testimonials, reviews, and case studies are vital in demonstrating how others have benefited from your product.

- Feature testimonials, user reviews, and case studies prominently.
- Include statistics or data points that demonstrate the effectiveness of your solution.
- Highlight endorsements from credible sources or industry experts.

Example:

Join the thousands who have revolutionized their cooking with our kitchen gadgets, with 95% reporting easier meal prep and improved flavors. Don't just take our word for it—check out our customer success stories!

✅ **What is the time to success?**

Prospects want to know not just if they will benefit, but how quickly they can see results. This element highlights the efficiency of your product and sets realistic expectations.

- Specify the timeframe within which customers can expect results.
- Provide guarantees or assurances to alleviate concerns about delays.

Example:
Experience clearer, smoother skin in just 30 days with our organic skincare range, guaranteed or your money back.

✅ How effortless is it?
Show how easy and convenient it is to use your product, addressing concerns about the effort required to benefit from it.

Example:
Our smart home devices integrate seamlessly into your existing setup, installing in minutes without any need for professional help. Start controlling your home with just your voice today, with no tech expertise required.

By meticulously addressing each of these building blocks in your landing page content, you're not just showcasing your product; you're engaging with potential customers on an emotional level, demonstrating understanding and empathy, and building the trust that is crucial for converting people into customers.

Still stuck? Let us help you
Get in Touch jono@r17ventures.com
Or visit our Website