High converting Lead Generation landing page checklist

Turn your landing page into a lead generation *powerhouse.*

Creating a high-converting lead generation 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 30 min consultation; 1000+ happy customers, request a free quote etc.

✅ **Heading:** The heading should mention the solution you are providing to resolve the pain point faced by your audience. Use a formula:

X ways to achieve [Desirable Thing] without doing [Undesirable Thing]
7 Ways to Generate Quality Leads Without Cold Calling.

[Do Difficult Thing] in [Specific Period of Time] Even if [Shortcomings]
Build a Professional Network in 30 Days Even if You're New to the Industry.

Achieve [Desirable Thing] like [An Expert] Even Without [Something Expected]
Achieve Expert-Level Coding Skills Even Without a Degree in Computer Science.

How to Eliminate [Biggest Problem] without doing [The Thing They Hate] Within [Specific Timeframe]
How to Eliminate Debt Without Extreme Budgeting Within a Year.

How to [Solve a Pain Point] Without [Commonly Disliked Action] in [Timeframe]
How to Boost Your Team's Productivity by 30% in Just 2 Weeks—No More Meetings Needed!

✅ **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]

Struggling with high software costs? Discover affordable solutions that don't compromise on quality.

[Common Belief] + [Counter Argument]

Think effective marketing has to be expensive? See how our budget-friendly strategies yield premium results.

[Desired Outcome] + [Timeframe]

Achieve flawless skin in just 30 days with our revolutionary skincare treatments.

[Question That Addresses a Pain Point]

Tired of juggling multiple project management tools? Simplify your workflow with our all-in-one solution.

[Specific Feature] + [Benefit]

With 24/7 customer support, never face a technical issue alone again.

✅ **Lead Form:** Positioning the lead form above the fold is crucial. Ensure the form is simple, asking for only essential information to increase the likelihood of submission.

Pro Tip: if you struggle with low quality leads, add additional qualifying questions to the form.

✅ **CTA:** Consistency in CTA design (color, shape, size) across the page can help reinforce the action you want users to take. Ensure the CTA language is action-oriented and creates a sense of urgency or benefit. Always have one CTA above the fold, in the middle and on the bottom of the page.

✅ **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.

✅ **Testimonials:** Share your customer reviews here. Having reviews of your product or service from real customers helps build trust. This can be in the format of text or videos.

✅ **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 Signals:** Displaying logos of well-known partners or certifications can instantly boost credibility. Ensure you have permission to use these logos.

✅ **Contact Us Form:** Include an alternative to a sign up form where people can contact you for more information.

✅ **FAQ:** This section is invaluable for addressing potential hesitations. Make sure the questions are relevant and the answers are clear and concise.

Additional Elements to Consider:

✅ **Visuals and Media:** Use high-quality images or videos related to your service or product. Visuals can significantly impact user engagement and understanding of your offering.

✅ **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 testimonials, you can include case studies, success stories, or user-generated content to strengthen credibility.

✅ **Exit-Intent Popup:** Consider an exit-intent popup as a last attempt to capture leads who decide to leave the page without engaging.

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 or service 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 or service has already changed someone's life or business.
- Use aspirational language that taps into the emotions and desires of your audience.

Example:
Imagine doubling your business revenue in just six months. Our cutting-edge marketing tools have helped over 500 businesses achieve their financial dreams faster than ever.

✅ **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?**

Here, the focus is on building trust by showcasing evidence of your solution's effectiveness. Testimonials, reviews, and case studies are powerful tools to demonstrate how others have succeeded with your product or service.

- 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 thousands who've enhanced their workflow with our software, seeing an average productivity increase of 35%. Don't just take our word for it—see our success stories!

✅ **What is the time to success?**

Prospects want to know not just if they will succeed, but how quickly they can see results. Here, you can highlight the efficiency of your solution and set realistic expectations for achieving desired outcomes.

- Specify the timeframe within which customers can expect results.
- Use timelines or a roadmap to illustrate the journey to success.
- Provide guarantees or assurances to alleviate concerns about delays.

Example:

See significant improvements in your team's efficiency within the first 30 days of using our management platform, guaranteed.

✅ How effortless is it?

This aspect focuses on demonstrating the ease and convenience of your service, addressing potential concerns about the effort or changes required to benefit from it. The goal is to show how your service can effortlessly fit into and improve the user's current lifestyle or workflow.

- Emphasize the simplicity and user-friendliness of your product.
- Discuss the minimal learning curve and support available to new users.
- Highlight how your product integrates seamlessly into existing systems or routines.

Example:
Our plug-and-play financial tool integrates effortlessly with your existing software, requiring no tech expertise or major changes to your daily operations. Start simplifying your finances today with minimal effort.

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

Still stuck? Let us help you
Get in Touch jono@r17ventures.com
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