

9 Point Checklist for PPC Landing Pages

- 1. When Someone Clicks on Your Ad, Does Your Landing Page Make Sense?** Try to remove yourself from your laser-like focus (or obsession) on your PPC campaign and put yourself into the searcher's shoes.
- 2. Have I Optimized My Landing Page for My PPC Keywords?** It's not enough to just be clear about your value proposition or your call to action on your landing page. You have to very deliberately incorporate your chosen keywords throughout.
- 3. What is the Primary Call To Action for the Landing Page?** There should be a single button that calls for a very specific action from your visitor.
- 4. Is the Value Proposition Completely Clear?** This is related to the previous question about the call to action; if a visitor clicks your compellingly-designed button, can they tell what will happen next? Will they want that to happen?
- 5. How Many Things Can a Visitor Do on This Landing Page?** As a general rule, the more things they CAN do on your landing page, the less likely it is that they will do the thing(s) that you want.
- 6. Is My Landing Page Clear About The Source of the Offer?** A consistent logo, header image and footer, along with clear written details about who is making the offer will establish trust and make visitors feel safer about involving themselves with your brand.



7. Have I Established Trust Through Social Proof, Testimonials, and/or Existing Customer Logos?

This question is particularly important for landing pages that are asking visitors to provide credit card or other financial information, but it's valid no matter what your call to action is.



8. Are My Visuals Compelling and Related to the Product/Service/CTA?

Make sure that you're using high quality, high resolution images (no stock photos if you can help it!) that are directly related to both your product/service and your chosen call to action.



9. Can I Test and Optimize This Page?

It's almost not worth having a landing page if you can't continually test and optimize it. Without constantly tweaking text, images, and layout you will be missing out on conversions and wasting money on your PPC campaigns.

