

Landing Page Worksheet

Landing pages are the first step to building your email list. A landing page is designed to get your visitors to take a specific action Use this worksheet to help you determine what needs to go on your landing page.

What is the goal of the landing page?

- ☐ Lead generation to capture emails
- ☐ To get a sale
- ☐ Build your brand awareness
- ☐ Capture sign ups or registrations

What product will the landing page be for? Is it for a specific service, topic, or group?

Who is the targeted audience? Will the targeted audience be different from your other landing pages? What is it they want?

Write out a few different headlines. Which ones are capture the readers attention? Do they talk about the benefits of your offer?

What keywords and benefits should be included?

- ☐ Keyword _____
- ☐ Benefit _____
- ☐ _____
- ☐ _____
- ☐ _____

Will you include testimonials or reviews?

☐

☐

☐

What is your call to action? Is it clear, telling the reader exactly what you want them to do? How will you make it stand out?

What colors will you use? What images are included? What feeling are you trying to evoke?

Your copy needs to be relevant, show the benefits of the offer, and be compelling. How will you accomplish this?

What elements will you include?

- ☐ Video
- ☐ Audio
- ☐ Animation
- ☐ Specific color theme
- ☐ Testimonials
- ☐ CTA button
- ☐ Hero image
- ☐ Logo
- ☐