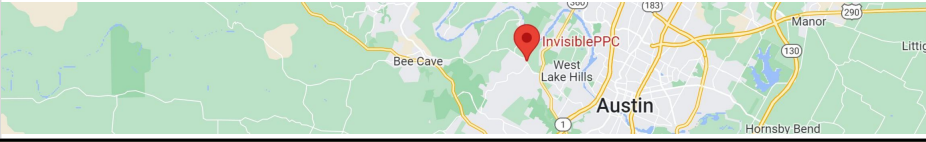


This is recommended structure and Check List for Landing Pages specifically for Paid Ads, where Conversion is goal number One!			
Page Structure			Check
Header Logo + Business Phone	Logo + Business name	Phone CTA	<input type="checkbox"/>
Offer Banner	Example: \$50 Off your first Service		<input type="checkbox"/>
Hero Section	Image with headline sub-headline	Form Title as CTA Phrase Name: Email: Services: (Optional) Zip Code: (Optional) CTA Submit/ Apply/Get Quote? Button	<input type="checkbox"/>
USP 3-4 columns (optional)	USP Bar		<input type="checkbox"/>
3X2, 3X3, 2X4 or 2x2 Services Blocks, preferably with images	Service1	Service2	<input type="checkbox"/>
	Service3	Service 4	
CTA	CTA Bar		<input type="checkbox"/>
3X2, 3X3, 2X4 or 2x2 Testimonial Blocks	Testimonial1	Testimonial2	<input type="checkbox"/>
	Testimonial3	Testimonial4	
CTA	CTA Bar		<input type="checkbox"/>
About or Why Choose Us	About the company		<input type="checkbox"/>
CTA	CTA Bar		<input type="checkbox"/>
Optional Gurantees	Guarantees/Take risks away		<input type="checkbox"/>
Map			<input type="checkbox"/>
Footer 1	Address	Business Hours	<input type="checkbox"/>
Footer 2	Copyright	Privacy Policy	<input type="checkbox"/>

D	Design:	
1	CTA (call to action) above the fold	<input type="checkbox"/>
2	The phone number to call is displayed clearly and clickable (no plus signs)	<input type="checkbox"/>
3	Every screen (when scrolling) should have a CTA (a sticky header or footer is okay)	<input type="checkbox"/>
4	Don't use dashes for bullet points (use pluses or bullets)	<input type="checkbox"/>
5	The text should be easily readable (use contrast).	<input type="checkbox"/>
6	No more than 2 font types (similar to clients site)	<input type="checkbox"/>
7	No more than 4 font sizes.	<input type="checkbox"/>
8	No sentences with all uppercase letters.	<input type="checkbox"/>
10	All buttons should have hover actions	<input type="checkbox"/>
11	Anywhere that says <contact us> should be a text link to the FORM	<input type="checkbox"/>
12	Colors/themes need to match the Brand site.	<input type="checkbox"/>
13	The page should look professional	<input type="checkbox"/>
14	The form should be above the fold and stand out.	<input type="checkbox"/>
15	Images should add to the page and not be a distraction from the content.	<input type="checkbox"/>
16	Navigation should be effortless (Don't Make me Think)	<input type="checkbox"/>
17	The business name and logo should be obvious	<input type="checkbox"/>
18	Map Location correct and browseable	<input type="checkbox"/>
19	Privacy policy correct and clickable	<input type="checkbox"/>
T	Technical:	<input type="checkbox"/>
1	All Links are active and lead to correct pages.	<input type="checkbox"/>
2	The map is an image over an embedded map for loading purposes	<input type="checkbox"/>
3	Form info sends to business correctly.	<input type="checkbox"/>
4	On FORM, submission leads to a Thank you confirmation page.	<input type="checkbox"/>
5	The landing page URL should be on a subdomain for the main business domain.	<input type="checkbox"/>
6	Fully mobile-first and responsive design	<input type="checkbox"/>
7	Full page Load time no more than 2 seconds.	<input type="checkbox"/>
8	GTM added to page and tested	<input type="checkbox"/>
9	GTM added to thank you page and added as conversion event and tested	<input type="checkbox"/>

C	Content:	<input type="checkbox"/>
1	The headline should be a customer-centric value proposition.	<input type="checkbox"/>
2	Should include a supporting subheadline (this can be the GEO, longevity of the business, etc.)	<input type="checkbox"/>
3	No paragraphs; use bullet points to separate phrases.	<input type="checkbox"/>
4	Keep the copy customer-oriented (less “we,” more “you”)	<input type="checkbox"/>
5	Less is more with headlines and CTAs - simply explain what business is about without technical or industry jargon.	<input type="checkbox"/>
6	Content has unique selling points included.	<input type="checkbox"/>
7	Content is directly related to the product/service.	<input type="checkbox"/>
8	The FORM is short but acquires the minimum needed information to reduce friction.	<input type="checkbox"/>
9	Keywords are in the body content.	<input type="checkbox"/>
10	Correct grammar and spelling.	<input type="checkbox"/>
11	Keep content concise	<input type="checkbox"/>
12	Link to the privacy information and terms and conditions	<input type="checkbox"/>
13	Testimonials from customers (edit for brevity)	<input type="checkbox"/>
14	Logos of trusted partners	<input type="checkbox"/>
15	Claims made should be proven	<input type="checkbox"/>
16	Reviews from trusted third parties	<input type="checkbox"/>
17	Contact details are accessible, including multiple forms of contact	<input type="checkbox"/>
18	Compelling offer	<input type="checkbox"/>
19	Better offer than competitors?	<input type="checkbox"/>
20	Scarcity/urgency of the offer	<input type="checkbox"/>
21	Guarantee included	<input type="checkbox"/>