

15-Point Landing Page CRO Checklist

Audit any landing page in under 20 minutes

Use this checklist before launching any campaign, landing page, or lead gen funnel. Each point maps to a proven conversion principle. Score 12+ out of 15 before you spend a peso on ads.

A ABOVE THE FOLD (FIRST 3 SECONDS)

Pain-first headline
Leads with what they're losing, not what you offer

Outcome-led subheadline
States the result, not the feature

Single clear CTA above fold
One action — no competing links **+23% CVR**

Mobile loads in <2.5s
Every 1s delay = 7% drop in conversions

B TRUST & SOCIAL PROOF

Specific numbers, not vague claims
"34% lift" beats "amazing results" every time

Trust badges near CTA
SSL, money-back, or relevant certifications

Real testimonials with full name
Photo + job title adds 40% more credibility

Logos or "As seen in" strip
Social proof from authority reduces friction

C FRICTION & FORM OPTIMIZATION

Form fields ≤ 3 for cold traffic
Each extra field drops CVR by ~11%

Privacy micro-copy below form
"No spam" note increases opt-ins by 19%

CTA button copy is action-specific
"Get My Audit" beats "Submit" by up to 90%

D URGENCY & SCARCITY

Genuine urgency signal present
Deadline, limited slots, or expiring offer

Loss-framed CTA variant tested
"Don't miss out" vs "Get access" — test both

E POST-SUBMIT EXPERIENCE

Thank-you page with next step
Don't leave them at a dead end — upsell or book

Conversion event fires in GA/GTM
Can't optimize what you're not tracking