# Taboola

The Advertiser's Launch List for

LANDING PAGES THAT CONVERT

If the objective of your next marketing campaign is to generate leads and sales, you'll need to focus your efforts on perfecting a landing page that visitors land on when they click.

Make sure you're considering each of these items before publishing your next landing page—conversions will be more likely.
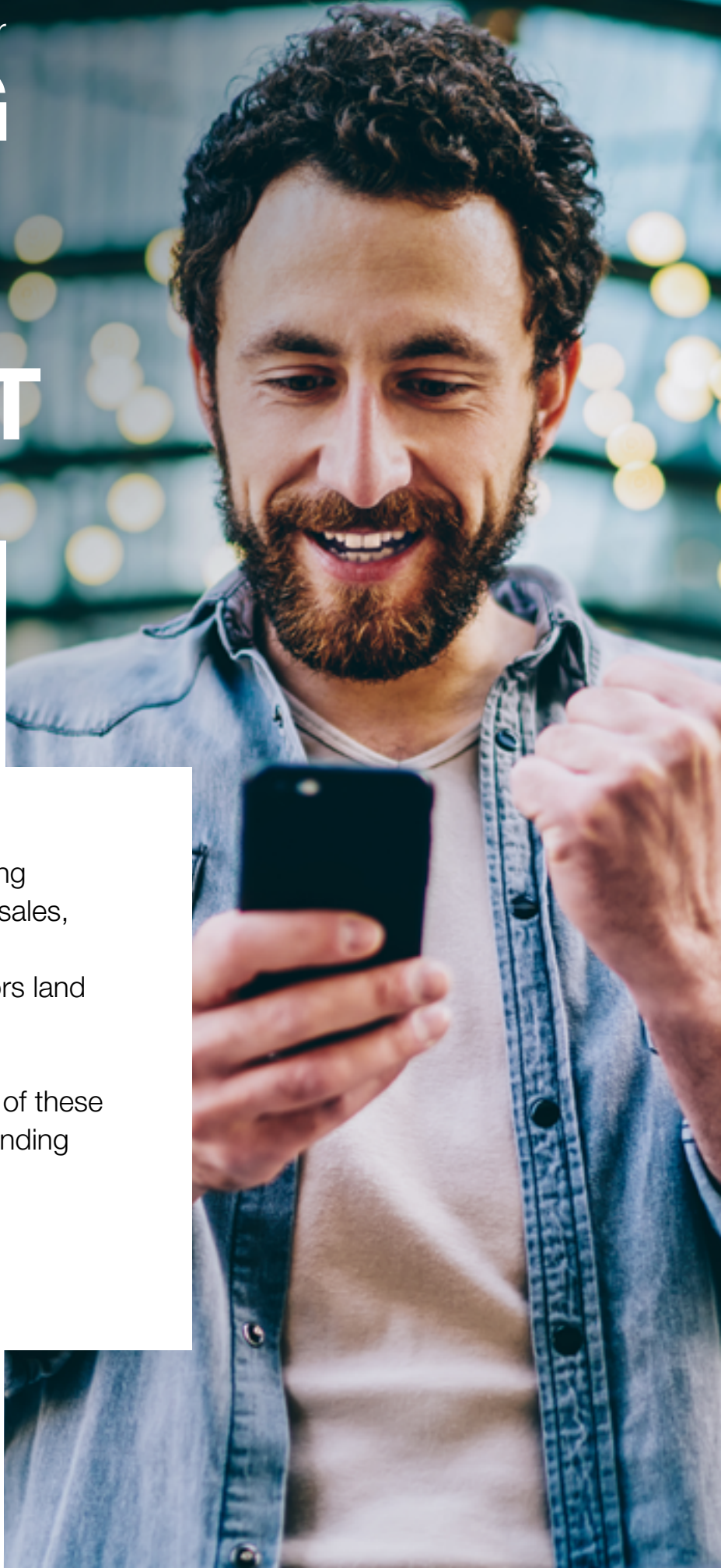
THE LANDING PAGE CHECKLIST THAT DRIVES CONVERSIONS
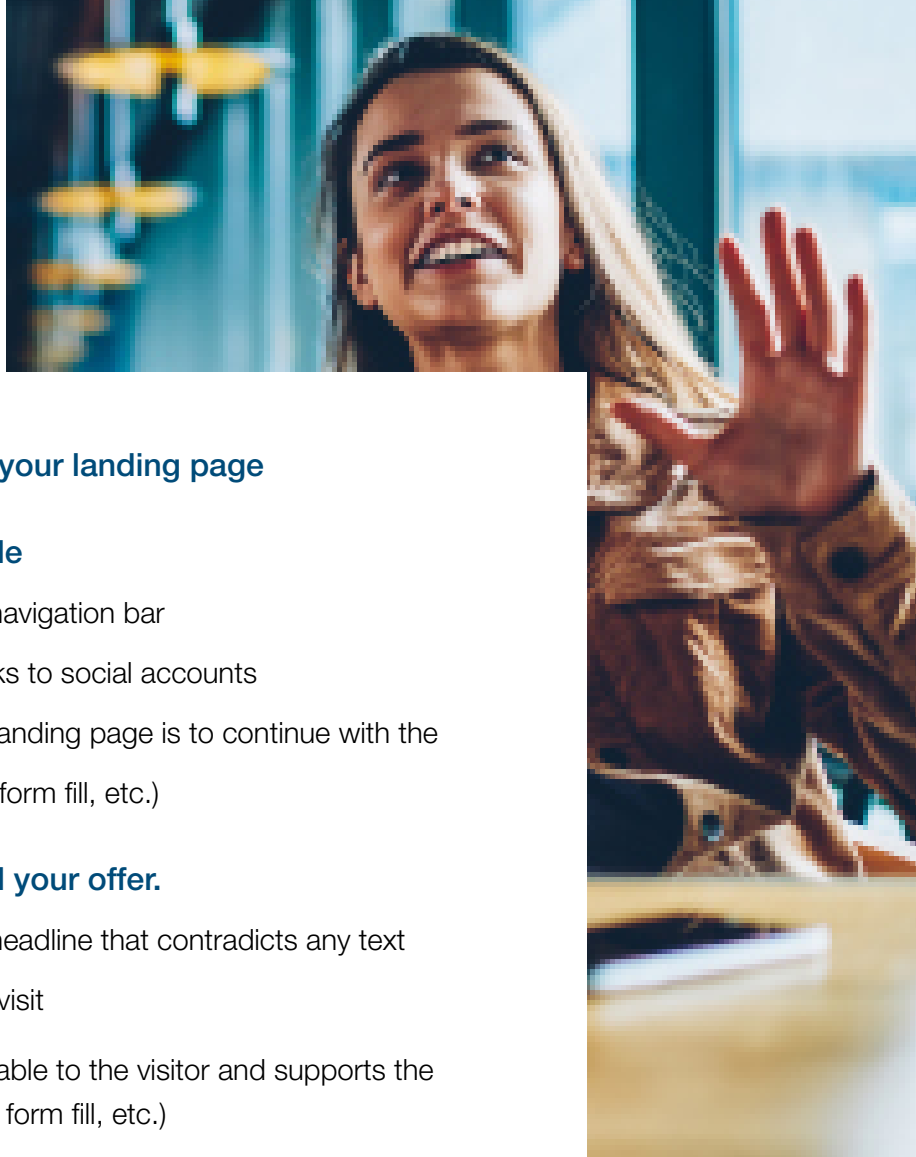
☐ **You're not using your homepage as your landing page**

☐ **Your page focuses on one deliverable**

   ☐ Your landing page does NOT have a navigation bar

   ☐ Your landing page does NOT have links to social accounts

   ☐ The only option for the visitor of your landing page is to continue with the action that you want from them (sale, form fill, etc.)

☐ **Visitors can immediately understand your offer.**

   ☐ Your landing page does NOT have a headline that contradicts any text from the ad or asset that inspired the visit

   ☐ All written content on the page is valuable to the visitor and supports the action you want from him or her (sale, form fill, etc.)

   ☐ All images, videos and animations are valuable to the visitor

   ☐ All images, videos and animations are relevant to the message of your landing page

☐ **The design of your call to action (CTA) is compelling**

   ☐ Your CTA button (or buttons) is impossible to miss

   ☐ You've used a contrasting color and provided ample negative space around your CTA

   ☐ Your CTA is repeated at multiple scroll depths

   ☐ You've created an eye path to the button with arrows or another design element pointing to your CTA

   ☐ Your CTA is not generic, expressly reiterates the offer and implies action

   ☐ The CTA uses first person pronouns, action-oriented verbs or a combination of the two

   ☐ You've included a statement that overcomes objections to your CTA, like "cancel anytime"

- ☐ **Your form is friendly and easy to complete**

  - ☐ It asks only for information you need to follow-up

  - ☐ Your form uses the fewest number of fields possible

  - ☐ Your form is neatly arranged and does NOT force the visitor to make decisions

  - ☐ Every field is clearly labeled

- ☐ **One or more forms of social proof are featured on the page to increase the trust factor. This means you've included one or more of the following:**

  - ☐ Customer testimonials

  - ☐ Reviews

  - ☐ Customer logos

  - ☐ Trust seals (safe transactions, accreditations, etc.)

  - ☐ Media features ("As seen on")

  - ☐ Social media posts created by fans and customers

  - ☐ Privacy policy link

  - ☐ Numbers (downloads, customer count, etc.)

- ☐ **You're starting with a template that's proven to be effective, or have an aggressive A/B testing plan in place**

START YOUR CAMPAIGN

Drive the right traffic for more conversions and revenue with Taboola.

Create a campaign»

Taboola