

BindMedia | Landing page checklist.

Make it relevant.

Is the value proposition clear and compelling?

Are key messages concise, benefit-driven, and aligned with users' needs?

Does messaging match visitors' expectations from previous touchpoints?

Does the page create a sense of urgency or highlight why users should take action now?

Remove friction.

Is the page fast, loading, fully responsive and optimised across devices?

Does the page minimise unnecessary steps to make conversions easy?

Are form fields minimised, with autofill, error handling, and clear microcopy to streamline the process?

Are all form fields properly labelled, with clear instructions, visible labels (not just placeholders), and support for keyboard navigation and screen readers?

Use powerful visuals.

Are visuals used strategically to evoke emotion or offer clarity?

Are visuals/design elements consistent with branding?

Are images optimised for fast loading?

Be clear & honest.

Can users understand the key message within seconds?

Is pricing, product details, delivery information etc, clear and transparent?

Is content simplified to reduce confusion by using clear language?

Keep it focused.

Is there a single, clear CTA that stands out?

Is the page free from any unnecessary distractions or clutter?

Is navigation simple and intuitive?

Build trust.

Are user concerns addressed by showcasing security or guarantees?

Are there USPs demonstrating compelling reasons to choose you?

Is social proof (testimonials, awards, case studies, reviews) prominently displayed to reinforce credibility?