

ESSENTIAL PRE-PUBLISHING STEPS

**TALEIST**

AGENCY

LANDING PAGE  
CHECKLIST



INTERNAL USE ONLY

# TALEIST

AGENCY

## Landing Page Checklist

**Prepared for:** Internal use only

**Version:** 2020

**Prepared by:** Steven Lewis

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## 1. The headline

Your headline has one job: to get the reader to read the first line of your copy.

Seriously, that's it.

*Everyone* who clicks through to your landing page will read the headline.

*Not everyone* will read the first line of the copy. And if the reader doesn't read the first line, you've lost them, which is the headline's fault.

So:

1. Does your headline CLEARLY offer the reader a BENEFIT they want?  
“Don't crash the new car”, not “Improved braking mechanism”.
2. Does the headline offer the reader **just one thing** — so the offer and benefit are impactful, not overwhelming? “Lose 21kgs in 21 days”, not “Lose 21kgs in 21 days, feel better, live longer and win the World Cup.”

## 2. The first sentence

Great, the headline did its job. It persuaded the reader to tackle the first sentence. Now, what's the job of that first sentence?

Simple: to get the reader to read the second sentence. This is how we build momentum, so the reader slides through the copy without resistance.

So:

- Is the first sentence short?
- Is the first sentence high-energy? YAY!
- Is the first sentence in line with the reader's existing beliefs, wants, and desires? (You're not here to fight.)
- Is the first sentence working hard enough to get the reader to read the second sentence, and so on through the first couple of paragraphs?

### 3. Body copy

Good job so far, but you can't slack off for a second.

- Looking at your first paragraph or two, are you at least stoking the first tingle of desire in your prospect? (Even better if you've generated lust at first sight.)
- Looking at each sentence, are you keeping it simple? Even the brainiest readers appreciate a simple sentence. (Nothing longer than 16 words if you can help it, please.)

### 4 Benefits

We buy the benefit, not the feature. A bag is an empty container that we forget to take to the supermarket. A bag that holds our winter wardrobe while sliding perfectly into the overhead locker is something we'll buy.

So is every feature you've mentioned on your landing page paired with something our ideal client will see as a benefit?

## 5. Proof

We're called daily by a robot-voiced "ATO". Our inboxes overflow with emails from the widows of Nigerian generals. It's no surprise we're a sceptical bunch.

So is everything you write on your landing page backed by proof?

Taleist has a list of more than 40 different types of proof we go through with clients as part of our research. In summary, however, the types of proof we look at include things like:

- Test results
- Accreditations
- Trust seals
- High-profile clients
- Media mentions
- Awards...

Not to mention several types of social proof.

## Checklist summary

- Headline CLEARLY offers the reader a BENEFIT the reader wants
- Headline offers just **one** thing
- The headline is powerful enough to compel the reader to read the first sentence
- The first sentence is short
- The first sentence is high energy
- The first sentence is in line with what the reader already believes, wants and desires
- The first sentence will get the reader to read the second sentence
- The first paragraph is stoking desire, if not generating unrestrained lust
- Every sentence in the landing page is written simply
- Every single feature listed is paired with a benefit
- Every claim is backed by sufficient proof

# Don't leave your conversion rate to chance

## Landing page reviews by a professional copywriter

A senior Taleist copywriter X-RAYS YOUR LANDING PAGE and zeroes in on where you can EXPLODE YOUR CONVERSION RATE.

**In a dedicated video call, we pinpoint where to TUNE YOUR LANDING PAGE to SLASH YOUR COST PER LEAD.**

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