

TSP SALES PAGE CHECKLIST

Use this checklist to assess how well your landing page is built. Most really good landing pages have most of these points (if not all) checked.

- ☐ Attention Getting Headline
- ☐ Calls Out your Perfect Prospect
- ☐ Identifies your Prospect's Problem
- ☐ Provides a Solution for your Prospect
- ☐ Presents your Credentials
- ☐ Shows the Benefits of your Product / Service
- ☐ Gives Social Proof
- ☐ Makes One Clear Offer
- ☐ Gives a Guarantee
- ☐ Contains Scarcity
- ☐ Includes Strong Call to Action (one CTA must be above the Fold)
- ☐ Does Not Include Any Outside Navigation
- ☐ Uses Contrasting Button Colors
- ☐ Uses Compelling Button Text
- ☐ Include a Hero Shot of your Product / Service
- ☐ Limited Form Fields for the Prospect to Fill Out
- ☐ Consistent Branding
- ☐ Allows Prospect's to Share
- ☐ Privacy Policy & Terms of Service in the Footer
- ☐ Includes Testimonials
- ☐ Uses Visual Cues to Highlight Key Areas

