The Landing Page Fix Checklist

Quick UX wins to boost clarity, trust, and conversions

👀 1. Can a Stranger Understand What You Offer — In 5 Seconds?

- Your headline clearly states *what it is* and *who it's for*
- A subheadline or short tagline reinforces clarity
- Avoid clever phrasing that delays understanding — focus on fast recognition

💡 2. Do You Clearly Show the Value?

- Benefits are framed around outcomes, not just features
- You make it easy for the reader to see "what's in it for me?"
- Bonus or guarantee details are visible without scrolling

🧩 3. Is There ONE Clear Call to Action?

- A primary CTA button appears early on the page
- Button text reflects the user's intention (e.g., "Start Learning" > "Submit")
- You avoid mixing CTAs that compete for attention

🧠 4. Are You Building Trust?

- At least one testimonial or customer insight is included
- Product visuals or previews help reduce uncertainty
- The visual layout is calm, clean, and distraction-free

📱 5. How's the Mobile Experience?

- Content follows a clear hierarchy with breathing room
- Buttons are easily tappable with thumb-sized spacing
- You've tested the page on a phone or mobile emulator

🔄 6. Bonus Tip: Add a Mini FAQ

- You address 2–3 common doubts or hesitations
- Briefly clarify what users get, how it works, or what to expect
- Keep answers short — under 2 lines, if possible, for scanning

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✅ You're Done If You:

- Have one strong CTA above the fold
- State your offer clearly within the first scroll
- Back it up with proof, usability, and mobile-readiness

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