Landing Page Planning Checklist

Plan the page before you design the page.

A strong landing page starts before the layout. This checklist helps you think through the audience, traffic source, offer, message, action, follow-up and tracking before design begins - so the page has a clear job from the start.

HOW TO USE IT

Work through the questions before you begin building or briefing a designer. You do not need perfect answers to everything. The goal is to identify the decisions that matter most and spot gaps early.

ONE PAGE.
ONE AUDIENCE.
ONE CLEAR NEXT STEP.

01

Before the Page

A landing page does not begin with the design. It begins with the context around the visitor. Work through these questions first.

1. Where will people come from?

- ☐ Google Ads
- ☐ Meta Ads
- ☐ Search
- ☐ Email
- ☐ Social media
- ☐ Affiliate / partner traffic
- ☐ Referral
- ☐ QR code
- ☐ Other: _____

2. Who is this page for?

Describe the specific audience in one sentence.

My audience

3. What are you offering them?

Keep it specific.

The offer

01

Before the Page

CONTINUED

4. What promise or message brings them to the page?

What have they already seen, heard or expected before arriving?

5. Why should this audience care?

What problem, need, opportunity or desired outcome makes the offer relevant?

6. Does the page continue the same promise?

- [ ] Yes
- [ ] Not yet
- [ ] I need to clarify this

QUICK CHECK

Can you complete this sentence clearly?

For [audience], we are offering [offer] because [reason it matters].

If the traffic source, audience and promise are unclear, the design is being asked to solve a problem that should have been clarified first.

02

On the Page

Now turn the strategy into a clear decision path. Every section should help the visitor understand the offer and move toward the primary action.

1. What is the one primary action?

- [ ] Enquire
- [ ] Book
- [ ] Register
- [ ] Apply
- [ ] Buy
- [ ] Subscribe
- [ ] Download
- [ ] Other

Primary action

2. Can the visitor understand the offer quickly?

- [ ] Yes
- [ ] Not yet

Write the offer in one clear sentence.

3. What proof or reassurance will help them trust the offer?

Examples might include process, credentials, examples, relevant assurances, FAQs, or other supporting evidence.

02

On the Page

CONTINUED

4. What could make the visitor hesitate?

List the main questions, objections or uncertainties the page should address.

5. What should the CTA say?

Make the action specific.

CTA

6. What happens when they click?

- [ ] Form
- [ ] Booking flow
- [ ] Checkout
- [ ] Application
- [ ] Download
- [ ] Another step

7. What information do you actually need to collect?

Avoid adding fields simply because they are available.

02

On the Page

CONTINUED

8. Does the page work clearly on mobile?

- [ ] Yes
- [ ] Needs checking
- [ ] Headline is easy to understand
- [ ] CTA is obvious
- [ ] Forms are easy to complete
- [ ] Important proof is not buried
- [ ] Page does not rely on desktop-only interactions

9. What needs to be measured?

- [ ] Page visits
- [ ] CTA clicks
- [ ] Form submissions
- [ ] Bookings
- [ ] Purchases
- [ ] Other conversions

QUICK CHECK

If you removed one section from the page, would the visitor's decision become harder?

If not, ask whether that section needs to be there at all.

03

After the Action

The landing page does not end when someone clicks, submits, books or buys. Plan what happens next before the page goes live.

1. What happens immediately after the action?

- [ ] Thank-you message
- [ ] Confirmation page
- [ ] Booking confirmation
- [ ] Email confirmation
- [ ] Download / access
- [ ] Checkout confirmation
- [ ] Other

The immediate next step is

2. Who receives the enquiry, booking or customer information?

- [ ] Me
- [ ] Sales team
- [ ] Support team
- [ ] CRM
- [ ] Email platform
- [ ] Another system

3. Does someone need to follow up?

- [ ] Yes
- [ ] No
- [ ] Automated follow-up

If yes, what should happen?

4. What should the visitor receive next?

- [ ] More information
- [ ] Booking details
- [ ] Resource / download
- [ ] Welcome communication
- [ ] Onboarding instructions
- [ ] Next offer or step
- [ ] Nothing further is required yet
- [ ] Other

5. Does anything need to connect behind the page?

- [ ] CRM
- [ ] Email
- [ ] Booking system
- [ ] Analytics / tracking
- [ ] Payment
- [ ] Membership / access
- [ ] Automation
- [ ] Other

03

After the Action

CONTINUED

6. How will you know whether the page is doing its job?

Choose the one result that matters most for this landing page.

- [ ] Form submissions
- [ ] Booked calls
- [ ] Registrations
- [ ] Purchases
- [ ] Downloads
- [ ] Applications
- [ ] Qualified enquiries
- [ ] Other

The main result I want this page to generate is

How will I measure it?

7. Is this landing page enough for what you need right now?

- [ ] Yes - one focused page is enough
- [ ] Yes for now - I may need more later
- [ ] No - it needs a broader journey
- [ ] I'm not sure yet

FINAL CHECK

Before you build, can you clearly answer these four questions?

- [ ] Who is arriving?
- [ ] What are they being offered?
- [ ] What should they do next?
- [ ] What happens after they do it?

If those four answers are clear, you have the beginnings of a focused landing-page brief.

NEXT STEP

Need help turning this plan into a real landing page?

Bring the thinking you've done here into a focused landing-page brief.

Start a Landing Page Brief →