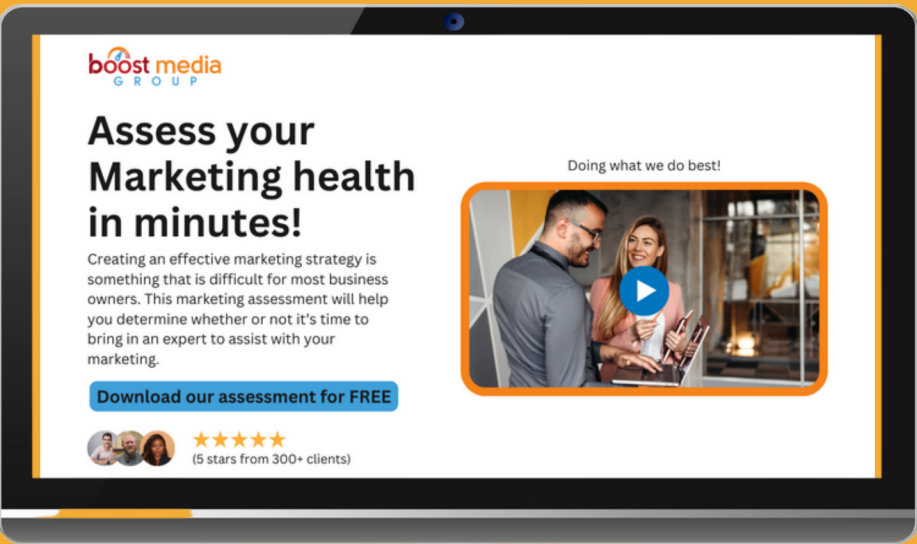


# HIGH-CONVERTING LANDING PAGE Checklist

## ABOVE THE FOLD

- 1. **TITLE**  
Clearly communicate the value you bring to the table
- 2. **SUBTITLE**  
Explain how you'll bring that value to life
- 3. **VISUAL**  
Use visual elements to help users imagine it
- 4. **SOCIAL PROOF**  
Build trust and credibility by showcasing social proof
- 5. **CALL TO ACTION**  
Simplify the next step with a clear call-to-action



## BELOW THE FOLD

- 6. **FEATURES AND OBJECTIONS**  
Solidify the value you promised above the fold
- 7. **SOCIAL PROOF**  
Harness the power of existing customers to vividly demonstrate the value you promise
- 8. **FAQs**  
Empower users with clarity and proactively address any lingering concerns or queries they may have
- 9. **2ND CALL TO ACTION**  
Reinforce the value proposition, reignite their excitement, and give them that extra nudge to take the desired action
- 10. **FOUNDER'S NOTE**  
Make a lasting impression on potential customers by adding a personalized touch through a heartfelt founder's note.

