

PPC Landing Page Optimisation Ultimate Checklist



Relevance & Ad Consistency

- Does your landing page content match your ad's message?
- Does your page content use keywords from your ad?
- Is your landing page focused on a single offer or objective?

Page Content & Structure

- Is your headline clear and does it convey value?
- Do your subheadings highlight key points?
- Does your headline assure visitors they're in the right place?
- Is your text concise and easy to scan?
- Does your text highlight benefits, not just features?
- Have you explained how your product/service solves pain points?
- Have you used one, clear CTA (but multiple buttons)?
- Does your CTA button stand out with contrasting colours?
- Is your CTA placed above the fold and repeated further down the page?
- Have you included social proof (testimonials, reviews, etc.)?
- Have you displayed trust badges (guarantees, awards, etc.)?
- Have you highlighted notable clients or partnerships (if applicable)?

Design & User Experience

- Is your layout clean and uncluttered?
- Have you used high-quality, relevant images or videos?
- Are your images compressed to reduce load time?

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Design & User Experience

- Have you used white space for easy readability?
- Is your landing page fully responsive across all devices?
- Are your buttons large enough to click on mobile?
- Have you used mobile-friendly fonts?
- Have you ensured any pop-ups are easy to close on mobile?
- Have you minified CSS, JavaScript, and HTML for quicker loading times?
- Are you using a fast hosting provider?
- Have you enabled browser caching to improve loading times for returning visitors?

Forms & Lead Capture

- Are you asking for only relevant information in your forms?
- Have you clearly stated why you're collecting information and what you're using it for?

Conversion Tracking & Testing

- Have you set up tracking with Google Analytics or other forms of conversion tracking?
- Does your tracking cover all forms of conversions (form submissions, calls, or purchases)?
- Have you A/B tested different headlines, CTA colours, images, and layouts?
- Have you analysed heatmaps and session recordings to identify friction points?