



# The Kick-Booty Landing Page

*Checklist*



## ABOUT

Kim Garst is one of the world's most retweeted people among digital marketers. She is a renowned marketing strategist, keynote speaker, and an international best-selling author of *Will The Real You Please Stand Up*, *Show Up*, *Be Authentic* and *Prosper in Social Media*.

Kim helps entrepreneurs make more money online using social and digital media strategies. Forbes named her as one of the Top 10 Social Media Power Influencers.

© Copyright 2022

KG Enterprises LLC, All Rights Reserved.

May be shared with copyright and credit left intact.

[KimGarst.com](http://KimGarst.com)







The goal of your landing page is to convince visitors to give you their email address.  
Use this checklist to help create your own high-converting landing pages!

- ☐ Focus on your freebie only – no other offers or promotions
- ☐ Remove the global navigation (optional)
- ☐ Display at least one visual (e.g. image or video)
- ☐ Create a headline with a clear value proposition
- ☐ Include at least three bullet points that describe the benefits of your freebie (Tip: Don't focus on features only!)
- ☐ Explain in detail what the visitor will receive after opting in (e.g. explain the freebie)
- ☐ Show several testimonials or a few customer/partner logos
- ☐ Make the opt-in fields obvious and near the call-to-action
- ☐ Ask for the least amount of information as possible (e.g. name, email)
- ☐ Include a clear call-to-action in the form of a brightly colored button
- ☐ Have a Privacy Policy and Terms of Use displayed at the bottom of the page
- ☐ Connect your landing page opt-in with your email service provider

## EXTRAS

- ☐ Include a "Who This is For" section to better target your prospects
- ☐ Incorporate scarcity (such as a deadline, limited seats, etc.) to be more persuasive
- ☐ Set up open graph data (ie. image, headline, and description) so when your landing page is shared on social media, it draws people in (TIP: You can use the free SEO Yoast plug in to set up open graph data.)