THE ULTIMATE

21-Point
Landing Page
CHECKLIST

by Charles Ngo

TABLE OF **CONTENTS**

Hi, I'm Charles Ngo.

I've spent a ton of time studying landing pages. I've personally witnessed campaigns go from -50% ROI to +200% ROI after improving my landing pages.

They are important. 95% of my campaigns use landing pages. Think of them as a salesman that works for you 24/7.

Landing pages work because they pre-sell the customer on the offer, and improve your chances of getting that conversion.

What do I mean by "pre selling"?

Imagine you don't know anything about cars, and you walk onto a used car lot looking for a new vehicle.

Which would you prefer?

A. Being pushed to sign the paperwork and buy a car as soon as you get onto the yard

Or,

B. Being introduced to a friendly salesperson who can show you the different options, help you select the right car for your needs, and educate you about cars?

Sending someone straight from a traffic source (Facebook, mobile pops, native ads etc.) straight to an offer is like shoving the paperwork in front of a customer and asking them to sign on the dotted line.

Including a landing page is like having a smooth salesman who knows all of the objections, all the excuses people make, and knows the product inside out.

The truth is that most salespeople know their product, and they do a much better job than just demanding that people buy right now. They can make the customer aware of things they didn't know which can help encourage them to buy.

This is why we use landing pages.

AN X-RAY OF A LANDING PAGE

A landing page has four main components:

1. **Headline**
2. **Image**
3. **Copy**
4. **Call To Action**

HEADLINE

Joseph Sugarman said that the point of the headline is to get the reader to read the first sentence.

Then, the point of the first sentence is to get them to read the next sentence.

The headline is your first and only chance to grab the customer and pull them into your landing page.

I've written about my favorite headline formulas and my 7 secrets for headlines you should read up on before you get too deep.

The headline is the most important piece of copy you will write, so get good at it. One technique I like to use is this:

1. I will write one single headline that describes what I'm promoting
2. I'll brainstorm 25 different headlines and write them all down
3. Then I'll go back over and choose some of the best ones to use

The point in this exercise is this: The best stuff is HIDDEN in your brain. The first few you write will be vague, generic, or too cheesy. It takes some hard thinking to come up with great headlines, but the headline formulae here will help you get a good head start.

IMAGE

On some landers, the image is more important than the headline. For example, adult and gaming are two very "visual" verticals. Guys love to stare at pics of hot women, and they love seeing in-game shots of a game before they play it.

It'd be incredibly difficult to sell dating or gaming without images on your lander.

But not all verticals need as much focus on images. Utility apps such as battery life extenders, antivirus software and disk cleanups are not so visual.

If your vertical relies heavily on graphics and images, here's some more info on how to get the most out of your images (make them "pop" onto the screen, draw more attention to them etc.).

COPY

This is one of my favorite parts of marketing.

Here's my 80/20 tips on copywriting:

1. Focus on benefits first, features later
2. Use "You" and "Your" a lot
3. Use stories to pull your readers in
4. Don't try to be witty and creative - keep it simple or you'll lose people
5. Use extreme words to stand out (hardcore, bloody, intense, crazy, insane etc.)

Here are a couple of hard-hitting references to help your copywriting skills bloom:

http://www.copyblogger.com/scientific-copywriting/

http://unbounce.com/landing-page-copywriting/subtle-but-powerful-copywriting-tips/

CALL TO ACTION

I like to keep this direct, simple, and extremely obvious. I'll talk more about this in the actual checklist.

LANDING PAGES
VS DIRECT LINKING

There's always one guy that asks me this.

"Why should I use a landing page instead of sending people straight to the offer?"

I use landers in 95%+ of my campaigns because they work so well.

The only time I don't use landing pages is if I want to launch something and test it right now, or if I'm promoting something that already has huge brand awareness (like the Uber app for example). I've written about this topic before, study up on it here.

You won't find many affiliates who don't use landing pages.

Why?

Because they work.

After millions of dollars in ad spend, I'll say the same: Landing pages WORK.

In this guide I'll introduce you to the 80/20 of landing pages, then I'll dive deeper into further enhancements you can make to squeeze every last dollar from your campaigns.

THE ULTIMATE
LANDING PAGE CHECKLIST

I've separated the topics into creative and technical sections. There's a printable checklist on the last page, but I want to give you some tips on how to use each point.

CREATIVE CHECKLIST

Tip #1 Make Your Content Clear and Concise
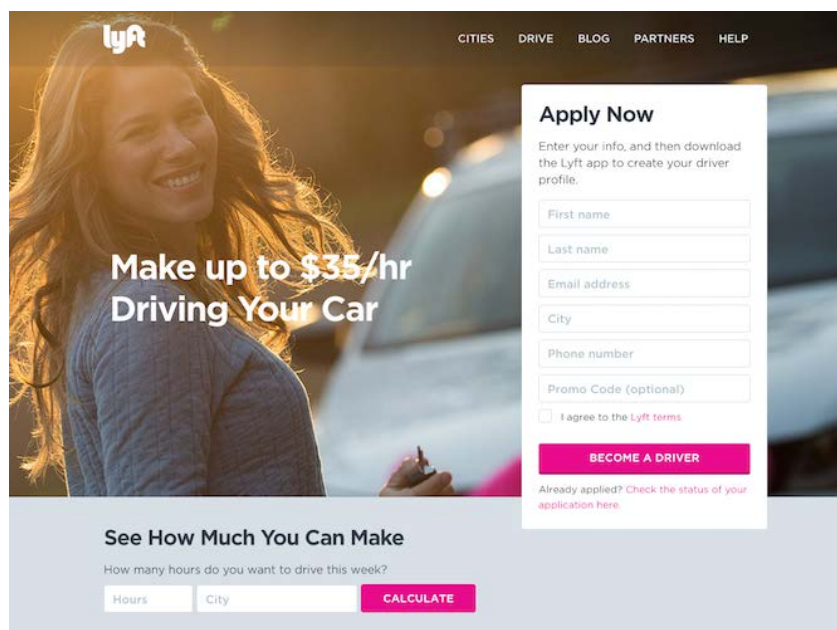
This is for all you Shakespeare loving, PhD scientists out there. I've found that the simpler I make the copy on my landers, the better they convert. There's a wide range of literacy in the world, so I prefer to make it so ANYONE can understand my message.

I run landing pages through the Hemingway App. It tells you where your copy is too hard to understand, or if you should make sentences shorter.

How An Average Guy Like Me Got 398 Dates with Beautiful Women... Using a 'Cut & Paste' Attraction System That Works Almost Every Time!

The headline is likely the first thing your viewer sees. If it doesn't grab them by the throat and force them to read your copy, you lose the sale. Here are a couple of resources of writing wildly successful headlines.

http://charlesngo.com/headlineformulas/
http://charlesngo.com/the-7-secrets-of-writing-super-profitable-headlines/
https://www.quicksprout.com/the-definitive-guide-to-copywriting-chapter-3/
https://blog.kissmetrics.com/copywriting-headline-examples/
http://coschedule.com/blog/write-a-headline/

Tip #3 Check Call To Action Placement

Lower payout offers will have smaller landing pages (especially on mobile). 99% of the time I'll have the CTA above the fold (visible as soon as you land on the page). For longer sales pages (higher product offers) your main CTA will likely be at the end of your page.

You should instead have multiple calls to action all throughout your copy. Why? Because people are ready to buy at different stages.

Tip #4 Customize Your Call To Action

Test out different copy on your CTA buttons. "Download" might not be the best option. If you're promoting antivirus software, get creative and try something like "Secure My Phone" or "Destroy Virus Now". This is a tactic for when you already have a solid landing page and you're trying to squeeze extra ROI from it.

The example of CTA button color being super important is thrown around a lot in marketing, but to be honest it's not worth spending much time on. I like to make the button color different from the rest of the page and that's it. I'd rather chase the big wins than trying to get 1% gains.

Tip #5 Social Proof / Testimonials

Hearing from other people that a product or service is good is the BEST kind of marketing. Does the advertiser have any testimonials you can use? Do a Google search for your offer and try to find testimonials.

Tip #6 Use Visual Cues

Some people need extra help knowing what to do on your landing page. Arrows pointing to the CTA, or diagrams showing people what to do can help. As an example I know people with email lists record a quick video showing you how to "whitelist" their email in Gmail/Hotmail.

Is there anything else you can do to show people what they should do?

Tip #7 Match Landers to Offers (or Referrer)

When a visitor clicks through your funnel, you want it to feel like a seamless transition. Sometimes you can match your landing page to the website your visitors just came from (if you know the placement), but with native/mobile that's not normally the case.

For mobile and native offers you can model your lander on the offer page. This way when someone clicks through, it doesn't make the consumer suspicious.

Tip #8 Privacy Policy and TOS

Some offers require you to have a disclaimer at the bottom saying that your page is an advertisement. Hit up your AM for the details if you're unsure, because you don't need to put this on all of your pages.

Tip #9 Use Relevance For Better Lead Quality

One problem with affiliates is that they extend the truth too much about what the offer is. If you get paid on CPA, you will get kicked off the offer if too many of your leads are low quality. This can happen because you promise a lot on the lander, and then the offer doesn't meet their expectations. Focus on keeping your lander relevant to what the offer delivers.

I know we're always busy and things run at breakneck speed in this industry, but do this for your next lander.

Ask your AM if you can click through and fire a conversion so you see the exact process a customer would take. Take screenshots of the lander and the promises that the offer makes (you can use Google Translate if it's in another language).

If your landing page promises one thing, but the offer promises another, the consumer gets confused and exits, or the advertiser complains about your lead quality.

## Tip #10 Use Scarcity To Increase Emotions

This tactic works well for some verticals, but it doesn't make sense for others. E Commerce is a vertical where this works well.

For example if you promote the Uber app, you can't exactly say that there are only 1,000 more downloads left.

What you could try instead is to frame the scarcity in a different manner (using the Uber app as an example). You could use the example of someone getting more work done because they have a chauffeur now (their time is scarce and you can save them time).

Tip #11 Use Urgency To Drive Action
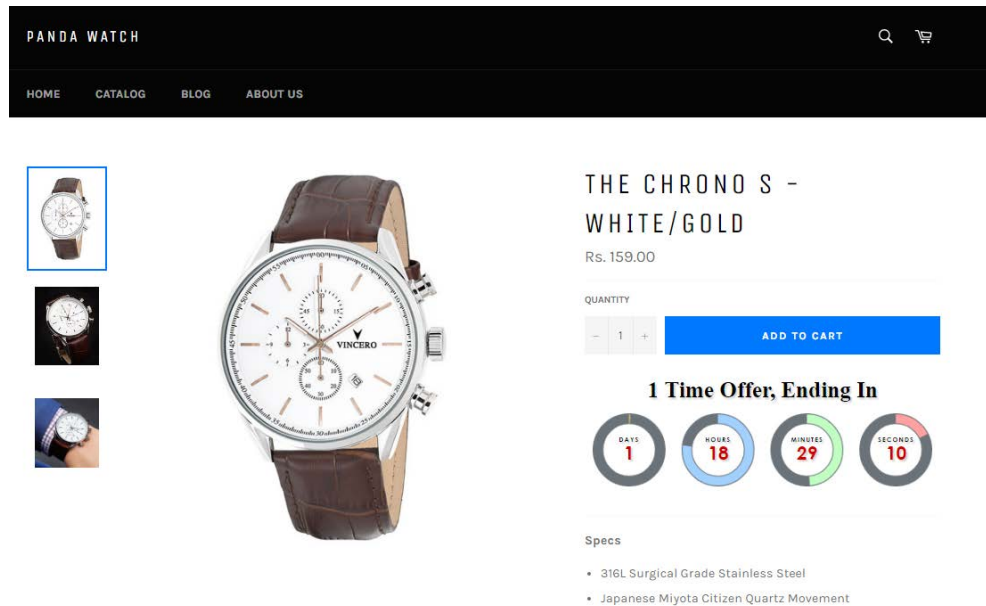
Affiliate landers are not the kind of pages that people will bookmark to come back to later. Because we only get one shot at converting someone, urgency plays a big part in affiliate marketing.

Here are some ways I like to use this tactic:

- Countdown timers
- Mentioning how long the deal is available for
- Saying how few copies are left

The main place people screw up with urgency is the "why". People won't just believe you if you say the offer has a 5-minute deadline until expiry, you've got to explain why.

Are you having a sale for a specific reason? Is the offer closing soon? Is the advertiser putting restrictions on certain GEOs/carriers etc.?

Tip #12 Use Authority / Trust Seals

Some offers have been promoted on media all over the world. Hit up your AM to see what sort of credibility indicators you can use on your lander. Some offers will be approved by agencies, so you might be able to use their logo on your lander.

In one of my posts I wrote about a study where people said the symbol they trust online the most is Norton Antivirus. This sort of insight is what you want to be looking for.

You know how some products in stores have that red "As Seen On TV" logo? Straight away you're thinking "Wow this was on TV? It must be legit".

Make sure you only use logos that your AM approves.

Tip #13 Keep It Simple

The grandmasters of advertising practice this principle religiously. You wanna keep everything to a level a 6-year old could understand. You have 1-3 seconds to capture someone's attention, so make those few seconds count.

This is different to the first point (making your content clear and concise). What I mean here is to keep EVERYTHING simple.

Have easy-to-follow directions so your viewers know exactly what to do next

Use a typeface that is large and easily readable

Ask your viewer to do one single task

Tip #14 Include GEO Colors and Country Flag

This is a strategy I like to use on international campaigns. It helps people know that the lander is designed for them. This goes back to the principle of relevance. Make people feel that your landing page is relevant to them, and you'll develop a feeling of trust.

Here's more detail on localizing your content.

TECHNICAL CHECKLIST

Tip #15 Reduce Navigation Options

People are indecisive by nature. People want to be told what to do, they don't want to have to learn by trial and error.

One thing I learned early on is to give a user only TWO options when they arrive at one of my landers.

    A. Leave
    B. Click the CTA to the offer

If I put anything else on the page, they aren't taking the actions I want them to take. This doesn't mean I only have one CTA though. I will put multiple links into a page, but you've got to be careful.

If you put in too many links, your CTR will be artificially high as people click by mistake and your data won't be as valid.

Tip #16 Build Landers for Responsiveness

There are a lot of landers out there I've seen that are made by low-level coders. They had the right intention, but they missed out a couple of key steps.

First, always test your landers on an ACTUAL device. Most coders will use something like BrowserStack.com or Google Developer Tools to test out what their pages look like. This is good for testing, but as a final check, make sure it looks right on your own phone.

Protip: Use the meta viewport tag when you are building responsive pages. It may be the one thing that is making your page look weird on mobile.

Another tip for making responsive landers is to use a framework. Examples are Bootstrap and Skeleton. You'll want to test which ones are better for load speed (I've heard Bootstrap is slower than Skeleton).

Here are some tools you can use for coding landing pages.

Tip #17 Call Out The Visitor

What do you do when you get a piece of mail addressed to "The Householder"? Straight away you know it's not gonna be an invite to a killer party. It's 2016, people expect to be addressed in a more personal way.

One way of doing this online is by pulling dynamic data into your landing pages. It sounds difficult if you suck at tech stuff, but if you're using Voluum or Thrive as your tracker it's simple.
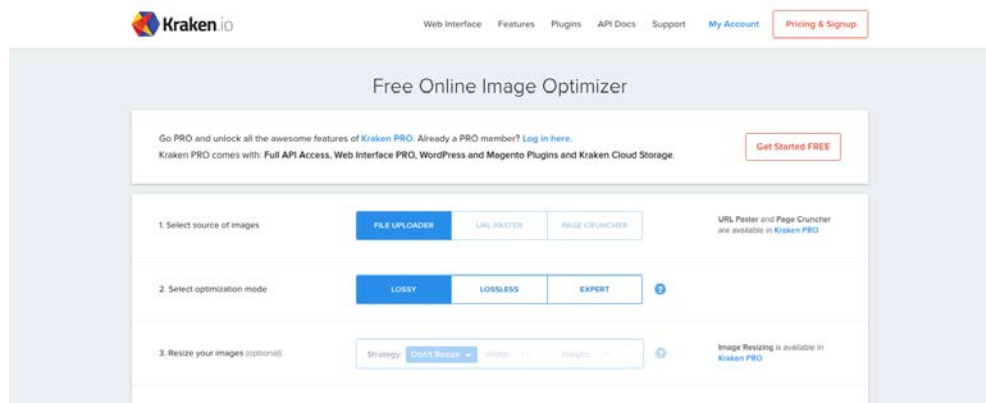
Which example sounds more personal if you saw it on your mobile?
- A. Your phone may have a virus
- B. Your iPhone 6s may have (3) viruses - San Diego, California is under a "Hack Attack"

This works in almost every vertical. You call out tokens from the tracker, and pass them onto your lander.

Here's how to do it on Voluum.

Tip #18 Compress Images

The main reason landing pages load slowly is due to large image files. The best ways to do this are to use a website like Kraken.io (Web Interface), or to use the Save For Web (Legacy) option in Photoshop.

Tip #19 Reduce Load Speed
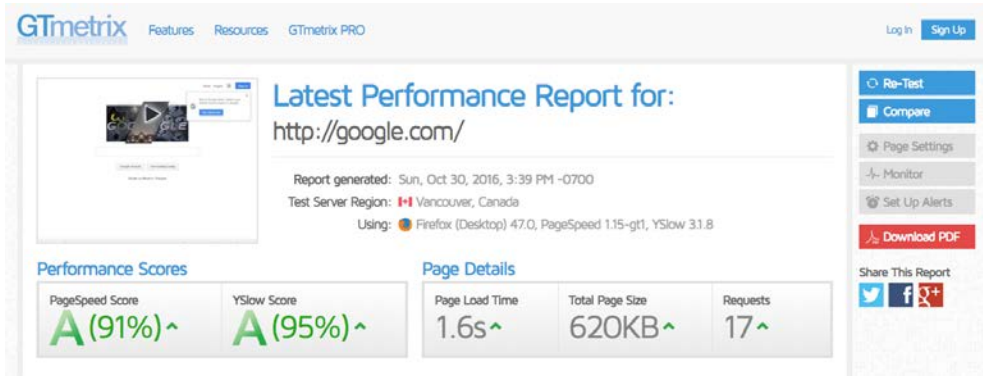
The faster your page loads, the more money you make. It's simple - people have short attention spans. I use GTMetrix.com to test all of my landing pages. Aim to have them load under 500ms for mobile. The faster the better.

GTMetrix will analyze your lander, and then give you customized tips to help you reduce the load speed. It will recommend tips such as minifying code, hosting images on CDN, putting CSS inline etc.

Tip #20 Double Check All Links Before Launch

We've all forgotten to change the links at one time. Either you ripped a page and sent your competition free traffic for a day, or you sent it to <INSERT CTA LINK>.

I make it the first thing on the list to change all links to my tracking URL.

Tip #21 Include Appropriate Scripts

Affiliate marketing is a competition, and some industries are a lot more competitive than others. There are Javascript/PHP scripts you can use on your landing pages to help increase CTR, but this is an advanced topic.

If you check out some of the popular torrent/adult sites you will see these scripts in action. This is a topic most affiliates don't talk about publicly as they pay a lot of money to programmers to develop these. There are some examples on forums like STM, but this isn't something I talk about publicly.

WHAT'S NEXT?

Building a good landing page is the first part of your campaign. Launching, optimizing and split testing are your next phases.

Here are 4 articles you should read, study, and make use of when you launch campaigns.

1. How to Make it in Affiliate Marketing
2. The Ngo 10-Step Blueprint to Launching Campaigns
3. These Mistakes Cost Me Several Million Dollars
4. 30 Life Lessons I Learned in 30 Years

If you found this guide useful and you want more frequent affiliate marketing tips, strategies and advice, here are some step you can take:

1. Add me on Snapchat. I drop daily knowledge bombs about business, affiliate marketing and life. You can visit my Snapchat page for instructions if you've never used Snapchat before. My username is charles_ngo
2. Subscribe to my YouTube channel I'm focusing more on video next year so keep up to date with that
3. Stay on top of my blog posts. I keep on top of trends/news in the industry, and I write a new post every week to keep you informed.

-Charles

THE ULTIMATE
LANDING PAGE CHECKLIST

by Charles Ngo

- ☐ Make Your Content Clear and Concise
- ☐ Spend Time To Craft A Killer Headline
- ☐ Check Call To Action Placement
- ☐ Customize Your Call To Action
- ☐ Social Proof / Testimonials
- ☐ Use Visual Cues
- ☐ Match Landers to Offers (or Referrer)
- ☐ Privacy Policy and TOS
- ☐ Use Relevance For Better Lead Quality
- ☐ Use Scarcity To Increase Emotions

- ☐ Use Urgency To Drive Action
- ☐ Use Authority / Trust Seals
- ☐ Keep It Simple
- ☐ Include GEO Colors and Country Flag
- ☐ Reduce Navigation Options
- ☐ Build Landers for Responsiveness
- ☐ Call Out The Visitor
- ☐ Compress Images
- ☐ Reduce Load Speed
- ☐ Double Check All Links Before Launch
- ☐ Include Appropriate Scripts