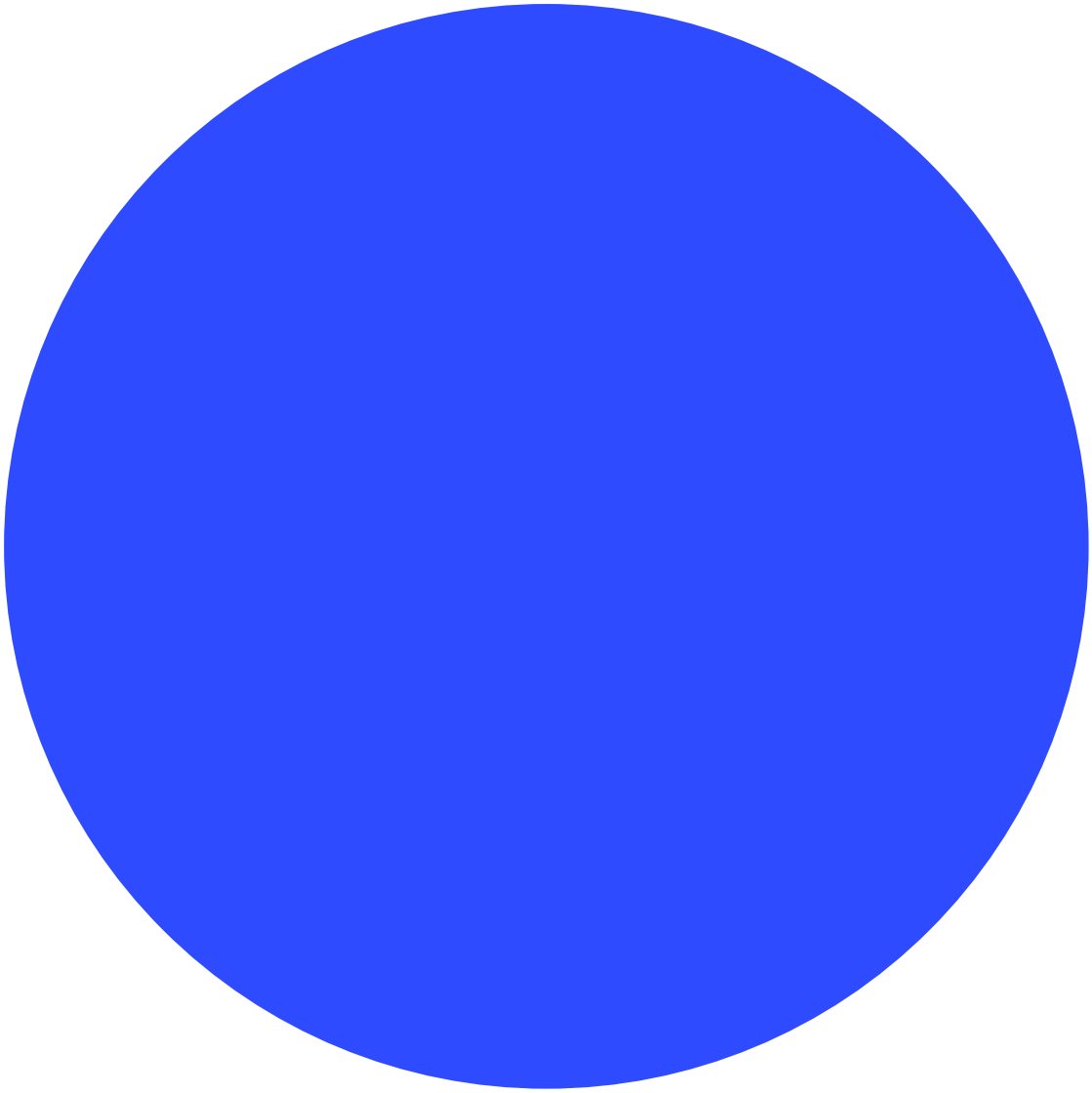


The 15-Minute Landing Page Checklist

Twenty-five checks in five timed passes, for any page you need to convert

BRIGHTLINE STUDIO

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The 15-Minute Landing Page Checklist

A landing page has one job: to make one kind of visitor take one next step. Most pages that underperform are not ugly or broken. They are unclear, slow, or asking for too much too soon, and the people who built them are too close to see it.

This checklist is a fast, repeatable review you can run on any page, your own or a client's, in fifteen minutes. It will not replace testing with real visitors. It will catch the problems that are obvious to everyone except the team that made the page.

Work in five passes of three minutes each. Set a timer, open the page on your phone and your laptop, and stop each pass when the timer rings. Moving on matters more than finishing every check in one sitting.

Before you start: write down, in one sentence, who the page is for and what you want them to do. If you cannot write that sentence, stop here. That is the first fix.

The first screen

Minutes 0 to 3. Look only at what is visible before any scrolling, on a phone first. Visitors decide here whether the rest of the page is worth their time.

The headline names an outcome.	It says what the visitor gets, not what the product is called.
The subhead answers "for whom".	A reader can tell in one line whether this page is meant for them.
One primary button.	There is a single obvious next step, and its label says what happens: "Get the template", not "Submit".

The image shows the thing.	A screenshot, the product or the result. No stock handshake.
Nothing competes.	No pop-up, cookie wall or chat bubble covers the headline on a small screen.

> **TIP**
> Show the first screen to someone for five seconds, then hide it. Ask what the page offers and what they would click. If they cannot answer both, rewrite the headline before anything else.

The offer and the proof

Minutes 3 to 6. Scroll once. Check that the page earns the click it asks for, and that every claim it makes is backed by something a stranger would believe.

Benefits before features.	Each section leads with what changes for the visitor, then explains how.
Specific beats impressive.	"Set up in an afternoon" persuades more than "powerful and flexible".
Proof sits near the ask.	A real testimonial with a name and role, a client logo or a result appears close to the button, not in the footer.
Objections are answered.	Price, time, risk and "will this work for me" each get a sentence or a short FAQ.
The page says what happens next.	The visitor knows what arrives after they click, and when.

> If a visitor has to guess what happens after the click, they will not click.

The form and the call to action

Minutes 6 to 9. Fill the form in yourself, on your phone, with your thumb. Every field you remove is a reason to leave that you no longer give.

01

Count the fields

Remove every field you will not use in the next two weeks. An email address alone is often enough for a download.

02

Read the button out loud

It should finish the sentence "I want to…". "Send me the checklist" passes. "Submit" fails.

03

Trigger an error on purpose

Leave a field empty. The message should appear next to the field and say how to fix it.

04

Check the reassurance line

One short sentence under the button: what you will send, how often, and that leaving is easy.

05

Finish the journey

Submit, then read the thank you page and the first email. Both should deliver what was promised immediately.

Speed and mobile

Minutes 9 to 12. A page that loads slowly loses visitors before they read a word, so treat speed as part of the copy.

Run a speed test.	Use Google PageSpeed Insights on the mobile setting and note the largest contentful paint.
Shrink the heaviest image.	The hero image is usually the biggest file on the page. Export it at the size it is shown, in a modern format.
Tap everything.	Buttons and links are big enough for a thumb and not crowded together.
Read without zooming.	Body text is comfortable on a phone, and lines are not too long on a laptop.
Rotate the phone.	Nothing overlaps, disappears or scrolls sideways.

Tracking and the follow-up

Minutes 12 to 15. A page you cannot measure cannot be improved, and a lead nobody follows up is a lead lost.

The conversion is recorded.	Submit a test entry and confirm it appears in your analytics and your email tool.
Campaign links are tagged.	Every ad, email and social link to the page carries UTM parameters, so you know which source works.
The lead lands somewhere useful.	Entries go to a list, a CRM or an inbox that a person reads every day.
The first email is ready.	It delivers the promise in the first line and asks for nothing yet.
One test is planned.	You have written down the single change you will try next and how you will judge it.

Score the page

Give one point for every check that passes. Then fix the lowest section first, not the easiest one.

Section	Checks	Your score
The first screen	5	
The offer and the proof	5	
The form and the call to action	5	
Speed and mobile	5	
Tracking and the follow-up	5	
Total	**25**	

Then read your total against the three bands below.

21 to 25.	The page is sound. Your next gains come from testing offers and headlines with real traffic.
14 to 20.	Fix the lowest section this week, then run the checklist again.
13 or less.	Start again from the one sentence you wrote before the first pass. The page is trying to do too much.

> Clarity first, then proof, then speed.
> Most pages are fixed in that order.

Want us to run the checklist for you?

1. Send us the link to your landing page

2. We run all twenty-five checks on phone and laptop

3. You get a scored report and the three fixes to make first

Request a page review