

Landing Page SEO Optimization Checklist

1. Keyword Optimization

- Identify the primary keyword for the landing page
- Research 2-3 secondary keywords related to the offer
- Ensure keywords align with user intent and offer

2. On-Page SEO Elements

- Title Tag
 - Includes primary keyword
 - Accurately describes the offer
 - 50-60 characters long
 - Includes brand name if possible
- Meta Description
 - Includes primary keyword
 - Summarizes the offer's unique value proposition
 - Contains a clear call to action
 - 150-160 characters long
- URL Structure
 - Short and descriptive
 - Includes primary keyword
 - Uses hyphens to separate words
 - Avoid unnecessary parameters or numbers
- Header Tags
 - The H1 tag includes the primary keyword and describes the offer
 - Only one H1 tag on the page
 - Use H2 and H3 tags to structure content logically
 - Include secondary keywords in subheadings where natural

3. Content Optimization

- The opening paragraph includes the primary keyword
- Content clearly explains the offer and its benefits
- Use bullet points or numbered lists for key features/benefits

- Include testimonials or social proof
- Naturally incorporate secondary keywords throughout
- Ensure content length is appropriate (typically 300-500 words for a landing page)

4. Visual Elements

- Use high-quality, relevant images or videos
- Optimize image file names (include keywords)
- Add alt text to all images, incorporating keywords naturally
- Compress images for faster page load

5. User Experience (UX) for SEO

- Clear and prominent call-to-action (CTA) above the fold
- Mobile-responsive design
- Fast loading time (aim for under 3 seconds)
- Intuitive navigation (if any)
- Minimal form fields to reduce friction

6. Technical SEO for Landing Pages

- Implement schema markup relevant to the offer (e.g., Product, Service)
- Ensure HTTPS is enabled
- Set the canonical tag to avoid duplicate content issues
- Optimize for Core Web Vitals (LCP, FID, CLS)

7. Internal Linking

- Link to the landing page from relevant blog posts or product pages
- Use descriptive anchor text for internal links pointing to the landing page

8. Conversion Tracking

- Set up goal tracking in Google Analytics
- Implement event tracking for important user interactions
- Set up heat mapping to analyze user behavior

9. A/B Testing

- Plan A/B tests for key elements that may impact SEO and conversions:
 - Headlines (including H1 tags)
 - Call-to-Action (CTA) buttons and text
 - Form placement and fields
 - Content structure and length
 - Image placement and alt text
- Use proper A/B testing tools that don't create duplicate content issues (e.g., Google Optimize, Optimizely)
- Ensure all versions of the page are crawlable by search engines
- Monitor the impact of A/B tests on organic search traffic and rankings
- Implement winning variations promptly to maximize SEO benefits
- Consider running tests on paid traffic before applying changes to organic landing pages

10. Ongoing Optimization

- Monitor landing page performance in Google Search Console
- Regularly update content to keep it fresh and relevant
- Analyze user behavior and make data-driven improvements