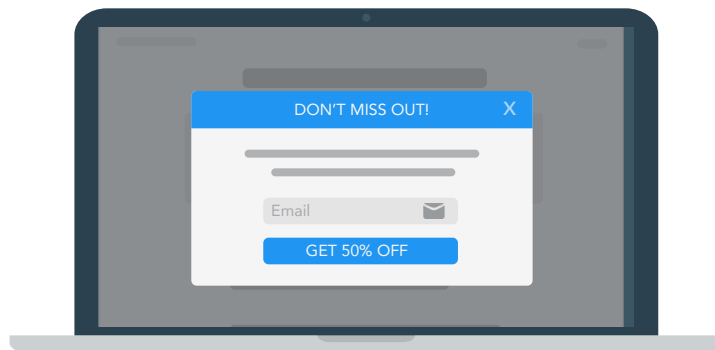


# Practical Landing Page Design

Step-by-step checklist for a beautiful landing page design.



**The text on your page is readable.**

*Make sure your customer can read the words on your page. Don't let the colors, images, or font sizes get in the way of their ability to read your message.*

**Your headline clearly explains what you offer.**

*Make it completely obvious what you are offering your customers. Before they read anything else they should know what you're offering.*

**Your subtitle gives your customer a reason to sign up.**

*What will entice your customers to give you their email address and time? Incentivize them in your subtitle with this offer.*

**It is completely obvious where to sign up.**

*Your call to action should be completely obvious and close to your headline and subtitle - where you just explained what you offer and why they should sign up. If you aren't sure it's obvious run the 10 Foot Test to see.*

**Signing up is effortless.**

*Limit what you ask for to one to two things. Only ask for that information you will actually use. For example, simply ask for an email. Make signing up the easiest thing they do all day.*

## Use only one font family on your page.

*Make sure you aren't using multiple fonts on your page (unless a designer is involved in that font pairing choice). Otherwise, find one good font for your page and use it everywhere.*

## Choose the correct font family.

*Consider what emotion or feeling you would like your customer to feel when they arrive on your page. For example, if it's something comforting look for a rounded font. If it's modern look for a sans-serif font. If it's traditional and reliable consider a serif font.*

## Use only 1 to 2 colors.

*Choose one color that will stand out on your page and that works with your brand. Everything else should be grayscale (except of course images on the page). If you really need one more color add it in but it should complement your primary color (it shouldn't compete for attention - the primary color should still be obvious).*

## Assign your color(s) a role.

*If you have one color make that color is limited to your calls to action (those things you want to make clear your customer should do).*

*Don't make your headline that call to action color, for instance. If you have a second color on the page use should limit its use to a specific purpose - like icons or links.*

- Make sure your images are high quality without being too large.**

*You don't want your images pixelated or too large that it slows down the page load time. Get your image to a good size and then compress it.*

- Remove text from your background images.**

*Make sure your background images don't have text that you are expecting your customers to read. That text should be on your page not inside your images.*

- Image(s) supports the message of your page.**

*Your background image is like a backdrop in a play. It creates context and expectation. Make sure it helps your customers understand what you're offering and not confuse them.*

- Limit the animations.**

*The goal for your page is to get your customer to sign up. Anything that gets in the way of that or slows that down should be removed. Look at animations that might distract or slow down your customer's signup conversion from happening and get rid of them.*

- Videos are secondary.**

*Your headline and subtitle should clearly explain what you offer and why they should sign up. Your page should not rely on videos to explain what you offer.*

## Simplify your page.

*Your customers attention and interest is limited. Look through your page to find what words, images, styles, or anything on your page that isn't absolutely essential to getting your customer to sign up. If you have large paragraphs of text break it apart or remove 90% of it - your customers is not going to read a big paragraph. Ruthlessly cut what doesn't push your customer to sign up. Don't make their experience on your landing page a lot work, make it easy and clear and you can do that by simplifying your page.*

## Add white space.

*Look through your page and add white space where text or images or sections of your page feel crowded or busy. This will be your secret weapon to make your page feel clean and simple.*

## Double check your page for consistency.

*You need to look at the details here. Remember to make sure the colors are used consistently, the text on your page (things like the tone of voice, the language you use, capitalization, etc.), the style of your elements (buttons, images, font sizes, links), and even little things like the amount of space around sections and elements. Just make sure everything is consistent.*

## Make sure you've clearly branded your page.

*It should be clear who is offering this service. It should be reputable without throwing it in their face (keep your logo small, and if applicable transparent).*

**Ensure your fonts look good.**

*Make sure the font size is appropriate on smaller screens (not too big or too small).*

**Ensure your images look good.**

*Make sure your images are properly handled on smaller screens (normal images scale, you handle background images the way you intended to).*

**Check the content order.**

*Make sure the content order as things collapse onto smaller screens is appearing in the correct order.*

**Ensure your spacing looks good.**

*Make sure the spacing is appropriate on smaller screens (not too much or too little).*

**Make sure your call to action is there and works.**

*Make sure it's showing up correctly and still works. Sign up and test to make sure it works on mobile devices.*