

Landing Page Optimization Checklist for Coaches

Use this checklist to make sure your landing page converts visitors into clients effectively.

1. Headline

- Clear and benefit-driven
- Short and scannable (<12 words)
- Communicates the transformation or outcome

2. Call-to-Action (CTA)

- One primary CTA per page
- Action-oriented language (e.g., “Book Your Free Session”)
- Visually prominent (contrasting color, above the fold)
- Easy to click on all devices

3. Layout & Design

- Clean and uncluttered
- Use white space to highlight key areas
- Minimal distractions (remove unnecessary links/images)
- Images/icons support your message

4. Social Proof

- Client testimonials with photos (if possible)
- Measurable results or outcomes
- Logos/media mentions (if applicable)
- Case studies or success stories

5. Forms & Lead Capture

- Only ask for essential information
- Easy to fill on both desktop and mobile
- Clearly connected to the CTA

6. Mobile Optimization

- Fully responsive design
- Buttons/forms easy to tap
- Check text readability on small screens
- Page loads quickly on mobile

7. Trust & Credibility

- Professional-looking design
- Contact info or support options visible
- Privacy policy/terms if collecting emails
- Clear brand identity (logo, colors, voice)

8. Testing & Analytics

- Track conversions with Google Analytics or Pixel
- Run A/B tests for headlines, CTAs, or images
- Monitor bounce rates and page behavior
- Make improvements based on data

Bonus Tip:

Regularly review your landing page and tweak small elements—sometimes small adjustments can boost conversions.