

Lead Generation Checklist

This Lead Generation Checklist will teach you how to create and organize your calls to action and landing pages on your website. Calls to action and landing pages help your business generate leads, which is one of the most important functions of inbound marketing and should be one of your marketing goals.

Website:

- Homepage includes at least two calls to action that are above the page's fold
- Has at least one call to action on every page that links to a landing page
- Should include calls to action for different stages of the buying process
- Blog includes calls to action on the sidebar
- Calls to action are placed at the bottom of blog articles
- Thank you pages (the page that follows the landing page) includes at least one call to action

[Download 10 Ways to Drive Traffic to Your Landing Pages](#)

Calls to Action:

- Clearly describes what the offer is
- Are action-oriented meaning that start with a verb like, "download" or "register" that makes it clear what action the visitor will be taking on the landing page
- Should be above the page's fold, so no needs to scroll down to the majority of the content
- Should "pop" off the page and not blend in with the colors of your template or website page

[Download the 8 Step Call to Action Guide](#)

Landing Pages:

- Explains the value of the offer
- Uses bullet points within the copy to list the items people will learn from taking advantage of the offer
- Includes a form that only asks for information that will help you contact or qualify the lead
- Does not show your website's navigation or other links that can distract visitors
- Majority of the content is above the page's fold
- Includes at least one relevant image that relates to the offer
- Passes the blink test, which means you can understand what the page is about in five seconds
- Redirects to a thank you page

[Download the 10 Step Landing Page Guide](#)