konvertlab

SAAS LANDING PAGE CHECKLIST

CHECKLIST

SaaS Landing Page Checklist

☐ **Describe Purpose of Page in the H1**

Make sure your landing page passes the 5-Second Test. Is it clearly conveyed instantly, what it is that you're offering?

☐ **Start the Form with Low-Friction Questions**

Start with micro-commitments like their job title and industry before asking for their name and email address.

☐ **Disable the Navigation Menu**

A navigation bar gives the user the option to leave the page, we want to keep them on the page!

☐ **Show Your 5-Star Reviews**

Don't link to your review pages on sites such as Trustpilot, have your reviews shown directly on the landing page.

☐ **Have a Clear CTA**

Make sure that your CTA is clearly shown at the top of the page so there's no confusion about the page's purpose.

SaaS Landing Page Checklist

☐ **Keep Your Page's Copy Concise**

Customers are going to be discouraged by huge blocks of text. Keep the copy short, meaningful, and to the point.

☐ **Use Multi-Step Forms**

A multi-step form reduces friction and makes the form easier to digest compared to a long form.

☐ **Showcase Your Software in a Video**

Short videos showcasing what your software does will interest customers more than a list of features will.

☐ **Offer a Free Trial the Right Way**

Do you offer a free trial without a credit card requirement and without software limitations? You should!

☐ **Show What Makes Your Software Unique**

Anything that makes your software unique and puts you ahead of the competition should be on the landing page.

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