

Website Lead Generation Checklist

Ensure your website is ready to generate leads by completing the checklist below.

| Page Type | Action | Completed? |
|-------------------------------|---|------------|
| Homepage | Delivery of fresh content from continually updated areas of your website (Blog / Social Channels / Resources / Projects) | |
| | Unique Value Propositions clearly stated with stunning visuals/imagery/video to capture visitors attention | |
| | Opt-ins to gain access to additional valuable content | |
| | Conversion forms (Main conversion, secondary conversion) | |
| Any Page / Web Content | Unique Value Propositions clearly stated with stunning visuals/imagery/video to capture visitors attention | |
| | Content marries up the visitors needs/wants to your solution | |
| | Call to actions, opt-ins and conversion forms are all clear and prominent | |
| | Paragraphs are no longer than 100 words, making use of bullet points to speed the users through your main value propositions. | |
| | Tone / voice is constant throughout the copy of the website | |
| | Font is legible and easy to read on any device (smartphone, tablet, desktop) | |
| | Professional proof-reader has read and corrected grammatical and spelling errors. | |
| Any Page | Check load speed is within 0 - 2 seconds to show main content including Unique Value Propositions. | |
| | Complete the on-page search engine optimisation checklist | |

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|------------------------------|--|--|
| Landing Pages | Unique Value Propositions clearly stated with stunning visuals/imagery/video to capture visitors attention | |
| | Focus is on a single call to action (Sign up / Registration / Download / Call Back / Etc) | |
| | Encapsulate (with a border or contrasting background colour and button) your lead generation form to ensure it's prominent | |
| | Content should be mainly Value Propositions headlines with bullet points to support it | |
| | Keep data capture requirements to an absolute minimum (Name, Email, Company Name, Job Title) | |
| | After form submission show a "Thank you" message with a do something next action (related content, offer, promotion, etc) | |
| Resource / Blog Pages | Clear content organisation with hierarchy and breadcrumbs | |
| | Ensure your search function works properly and returns results you expect | |
| | Include a thumbnail image for each blog posts and download (i.e. case study / white paper / how-to guide) | |
| | Consider adding a popover opt-in box to your latest content | |
| | Ensure there are options to share your content on Facebook, Twitter, LinkedIn, etc. | |