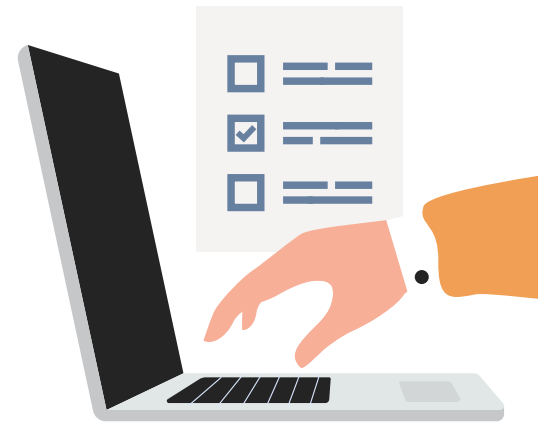


The Ultimate Landing Page Checklist

HubSpot Landing Page Basics & Best Practices: How to Create Landing Pages that Convert



This checklist contains tasks to create a landing page series for gated content to entice prospects to convert. NOTE: There are graphic examples of a landing page series at the end of the checklist.

What is Required in a Landing Page Series?

- A Landing Page
- A Thank You Page
- A Form
- A Thank You email

Landing page Checklist:

Before Creating Your Landing Page:

- Define what the purpose of the LP is (i.e., “request demo” or “download a whitepaper”)
- Choose a template either from your HubSpot template library or from the HubSpot Marketplace that corresponds to your goals
- Once a template is selected, use a consistent naming convention to save your template (e.g., LP - Marketing Paper - 2/2022)

After a Template is Chosen:

- Define what the core message should be
- Landing page messaging should have at least
 - One top-level headline
 - One supporting paragraph
 - 3-5 Supporting bullet points
- When developing the direct response messaging to get a user to take any action, try to tell a quick story; not about how your product is great but how it will help make the prospect's life better if the prospect takes action
- The headlines should be captivating, enticing the reader to take action
- Make sure colors and text align with Brand
- Choose an image that supports your words. Words drive the action and images support the words, so spending a ton of time trying to find the perfect image for a landing page can turn into a waste of time.
- Add a form to the landing page
- Create a landing page URL in the settings section of HubSpot using this format <https://www.domain.com/asset-name>
- Don't forget to add a description for each landing page in the settings section
- Create a page title - Use this format:
Inbound Marketing Plan Guide | Orange Marketing
- Make sure you landing page does not include the website navigation bar at the top OR any other call to actions on the footer or elsewhere on the page. This further entices the user to take the action you are encouraging.



Create a Thank You Page


- Pick a template with a simple format that matches the brand
- The thank-you page is there to fulfill the promise defined in the template
 - If it's a content piece (PDF download etc.) the TY page should be used as a place where they can download the content. [NOTE: If you do not want Google or other search engines to track that file, indicate this in the CDN.]
 - Secondary would either be to contact someone or engage with other content
- Tip: If you have a simple sales structure it's nice to link to a BDRs calendar on the backup page and TY email.
- You'll now want to include the website navigation bar at the top of this page, and include at least one call to action, such as a "subscribe to our blog/newsletter" on the page

Create a Thank You Email

- After a user has completed the action on your Landing Page, they should readily receive a follow-up email as a thank you for requesting something from your organization
 - The email should come from an individual (not a info@marketing.com-type of email) and provide a way for the user to reach out for more information (or even schedule a meeting using a meeting link)
- To create the Thank You email, click on the form in the Landing Page
- On the left-hand side under options, select "send a follow-up email"
 - Either select an email from the drop-down or create a new email
 - If you create a new email save the email as a template (under the email builder "Actions" drop-down and you can use it again
- TEST & RETEST
 - Send the email to yourself a couple of times by completing the action on the landing page to ensure everything works and presents like you anticipate the user to experience
 - Also test the email on mobile to see if the landing page series and email present well and function on mobile.

Example of Completed Landing Page Series

Landing Page:



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We'd like to have titled this "The Orange Marketing Manifesto" but we figured there wouldn't be any real search traffic. Instead we bring you the cold, hard truth about B2B Marketing.

B2B marketing drives revenue. In the short run, it takes time and costs money before the results magically appear. There we've said it. We don't care if we are kicked out of the B2B Agency Club.

This ebook contains exactly what we think every B2B company needs to know before they embark on their marketing journey.

It will answer the four questions we receive most about B2B marketing.

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Additional Resources

- [Case Study: iNymbus Punched Through Their Sales Lead Problem!](#)
- [Breaking the Mold in Sales and Marketing](#)
- [How to Make a Case Study Quickly!](#)

