SaaS Landing Page Checklist

SaaS Landing Page First Look: What Elements To Include

SaaS Landing pages are crucial to conveying what your SaaS has to offer and what sets you apart from your competitors.

Elements that set your SaaS Landing Page first look apart include the intent, headline, subheading, lead capture/CTA, badges, client success visuals, and product imagery.

Note that you won't be able to put all of these elements on your SaaS landing page, make sure you leverage what your SaaS has and use that.

First Look

☐ **Uniform Intent**

What intent are you targeting?

Different Intents call for different landing pages

    ☐ Transactional (Book Meeting, Demo, Purchase, Free Trial…)

    ☐ Informational (eBook, Pre-Recorded Video Demo, Newsletter…)

    ☐ Competitor (Book Meeting, Purchase, Free Trial, Product Comparison…)

☐ **SaaS Landing Page Headlines**

Target Keywords/Audiences	Headline Ideas

☐ **Subheading Content**

    ☐ Short Main Subheading

    One or two sentences about your benefits and features to elaborate on the headline

☐ Second Longer Subheading (optional)

Especially for more technical SaaSs, taking a little more space to elaborate isn't a bad thing.

☐ **Lead Capture**

What lead are you going to ask for?

☐ CTA

What will the text on your action buttons be?

Be consistent

☐ **Badges**

☐ **Logos**

☐ **Client Success (Short Testimonial Snippet)**

☐ **SaaS Product Imagery**

One or two product images to elaborate your first look messaging

☐ **Special Header For Your Landing Page (Optional)**

Your header should limit links to other pages in your site.

Take your existing header and get rid of the pages that aren't geared to convert.

☐ **Be Design-Minded**

Once you finish this sheet and have everything organized, you can take the elements that you have created and form them into an easy-to-digest format.

Notice how your competitors use contrast of space, size and color to create visual hierarchy

First Scroll

☐ **Social Proof**
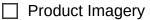
Testimonial Cards With Logos And Long-Form Content

Case Studies

Recent Success Cards

Video Testimonials

☐ **Important Differentiating Features/Benefits**

Create a list of features and benefits that you want to use and select how you want to highlight those

☐ Product Imagery

☐ Illustrations

☐ Icons

Features/Benefits	Descriptions (1-2 Sentences)

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