

# High Converting Landing Pages

## 10 Point Checklist

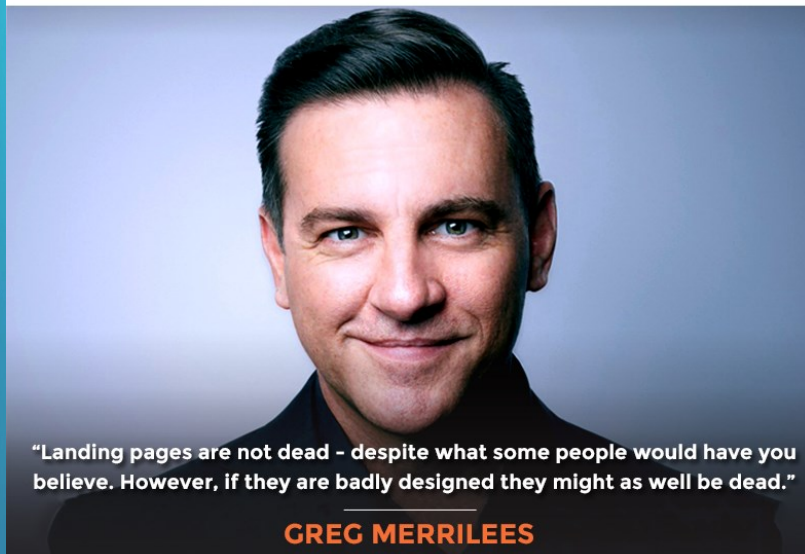
### Greg Merrilees

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



# Marketing Speak

HOSTED BY **STEPHAN SPENCER**



"Landing pages are not dead - despite what some people would have you believe. However, if they are badly designed they might as well be dead."

**GREG MERRILEES**

# 10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Use landing pages to boost my authority and build trust in my brand. Utilize speaking, book, event, podcast interview request, and about pages.
- Have a standalone website for my event. A simple link from my main site isn't enough. This helps with SEO.
- Offer a free workbook, planner or guide as my lead magnet. This provides my audience with more value upfront.
- Include a timeline on my about page to showcase my origin story and journey. This helps to build my authority.
- On my speaking page, include section features like speaker reel, highlights reel, testimonials, speaker topics, etc.
- For my newly-released book landing page, use my social proof from a previous book.
- Build audience trust. Use the "Netflixing strategy" and recommend related content on thank you pages after form submission.
- Make my careers page appealing for both potential new hires and to showcase my authority to prospects.
- Continuously test, analyze and optimize my pages with tools like Google Analytics. Pick at least three goals to implement on my own website and measure my results.
- Connect with Greg Merrilees on his [website](#) for website design, and follow him on [Instagram](#), [Facebook](#), and [YouTube](#) for the latest updates regarding his web design and branding services.