

P2L Digital Studio

Landing Page Readiness Checklist

**\$99 starter
promo
available**

For Fort Worth and DFW service businesses preparing to turn visits into calls, texts, WhatsApp messages and form leads.

1. Offer clarity

- The page says exactly what service is offered.
- The visitor can understand the starting point in 5 seconds.
- The page includes price context, promo or quote language.
- The service area is visible.

2. Contact flow

- There is one primary CTA.
- SMS, WhatsApp, email or form is easy to find.
- The CTA says what happens next.
- The thank-you page is ready.

3. Proof

- Logo, photos or screenshots are available.
- Before/after, portfolio or reviews are visible.
- The business owner or local presence is credible.
- The page reduces doubt before the form.

4. Tracking and CRM

- GA4 is installed.
- Microsoft Clarity is installed.
- WhatsApp, SMS and form events are tracked.
- Leads flow into email or a simple CRM sheet.

What to send P2L before build

- Logo or business name.
- Services and service area.
- Photos, screenshots, before/after or proof.
- Offer, starting price or promotion.
- Preferred CTA: SMS, WhatsApp, email or form.
- Contact number and business email.