Checklist for a High-Converting Sales Page

Sales Page Element	Check
Headline	
Subheading(s)	
Video (if used)	
Introduction/ About You	
Use emotion to highlight their problem	
Benefits of your offer (How does it solve their problem?)	
Added Value	
Features /Product Details	
Handle Potential Objections	
Social Proof	
Testimonials	
Price	
Payment Plans (if offered)	
Guarantee	
Refund Policy	
Scarcity	
Urgency	
CTAs/Buy Now Button	
P.S.	
FAQs	

Final CTA button	
Privacy Policy Link (footer)	
Terms & Conditions (footer)	

Optional items to consider:

- Countdown timer
- Additional CTA buttons (for longer pages)
- Live chat
- Exit redirects
- Pop ups