

FACEBOOK LANDING PAGE CHECKLIST

- ☐ **Ad Scent** – Does your ad share common elements with your landing page? Is the look & feel the same?
- ☐ **Retargeting Pixel** – Have you installed the Facebook retargeting pixel on your page?
- ☐ **Links Away** – Does your landing page contain links that allow users to leave your landing page? Ideally to find out more about you or your company?
- ☐ **Privacy Policy** – Have you included a link to your Privacy Policy?
- ☐ **Disabled all popups** – Have you disabled all auto-triggered popups on your landing page?
- ☐ **Placed the page on your own domain** – Have you put the page on your own domain?
- ☐ **Does the offer match your ad** – Does the offer on your landing page clearly match the one in your ad?
- ☐ **Does not prevent click-aways** – Have you made sure you aren't using any pop-ups that prevent people from leaving your page?
- ☐ **No banned content** – Did you re-check the [Facebook Advertising Guidelines](#) to make sure nothing on your landing page violates these rules?
- ☐ **No automatic downloads** – Have all automatic downloads been disabled?
- ☐ **Nothing misleading about your offer** – Have you made sure you've included all of the details & fine print about your offer on your landing page?
- ☐ **Page is 100% complete with no errors or bugs** – Did you triple check every part of your landing page to make sure it functions correctly?
- ☐ **Mobile Optimized** – Have you tested the landing page on a mobile device to make sure it looks good and functions correctly?