

Headline & CTA Checklist

Your website's main headline is truly one of the most critical elements on your homepage, and you'll absolutely want a meaningful call-to-action (CTA) to go right along with it.

We'll be using this tool to quickly check your headline and CTA brainstorm to ensure you're set up for success!

Let's test those headlines first!

Write in your first headline idea here:

Does your first headline...

- grab your readers' attention?
- address one of your readers' pain points or call out a huge benefit?
- help your reader understand what your site is all about?

Write in your second headline idea here:

Does your second headline...

- grab your readers' attention?
- address one of your readers' pain points or call out a huge benefit?
- help your reader understand what your site is all about?

Pssst, there's more on the next page ➔

And now to test your CTAs!

Write in your first CTA idea here:

Does your first CTA...

- have a clear and compelling message?
- create a sense of urgency?
- pair well with your primary headline?

Write in your second CTA idea here:

Does your second CTA...

- have a clear and compelling message?
- create a sense of urgency?
- pair well with your primary headline?

