

Branding & Visual Design

- Consistent typography
- Cohesive color palette
- Recognizable branding/logo
- Strong visual hierarchy
- Proper whitespace and spacing

Content Structure

- Problem statement
- Solution explanation
- Key features/benefits
- Scannable short-form copy
- Visual storytelling sections

Social Proof

- Testimonials
- Reviews/ratings
- Client/company logos
- Case studies or success stories
- Usage statistics or metrics

Interactivity & Motion

- Hover effects
- Micro animations
- Scroll animations
- Smooth transitions
- Interactive elements/sliders



Conversion Optimization

- Strong CTA placement
- Repeated CTA sections
- Simple lead capture form
- Easy signup/contact flow
- Clear pricing or offer

Visual Assets

- High-quality images
- Product screenshots/mockups
- Icons or illustrations
- Video or motion graphics
- 3D/immersive visuals (optional)

UX & Performance

- Mobile responsive
- Fast loading speed
- Accessible design
- Easy navigation flow
- Minimal distractions

SEO & Technical

- Optimized page title
- Meta description
- Proper heading hierarchy
- Optimized images
- Analytics/tracking setup



Modern Enhancements

- AI-powered personalization
- Dynamic content
- Interactive storytelling
- Parallax effects
- Immersive user experience

Footer

- Contact information
- Social media links
- Legal/privacy links
- Secondary navigation
- Final CTA or signup prompt