

A Simple Landing Page Checklist for Accounting Firms

Turn Clicks Into Clients



Most accounting firm websites look professional. But not all of them convert visitors into leads.

If your landing page isn't bringing in downloads or inquiries, the issue is usually *not* traffic.

It's clarity.

Use this quick checklist to make your landing page easier to understand, trust, and act on.

The 5-Part Landing Page Formula (PROPS)

1

Problem

Does your headline speak directly to a real client concern?

- "Struggling to turn revenue into real profit?"
- "Tired of unpredictable cash flow?"

If it doesn't feel specific, it won't connect.

2

Result

Do you clearly show what success looks like?

- Predictable cash flow.
- Lower tax burden.
- Better financial visibility.

Focus on outcomes, not services.

3

Objection Removal

Have you addressed common concerns?

- Clear pricing,
- Easy onboarding, or
- Industry experience.

Remove doubt before they ask.

4

Proof

Are you building trust quickly?

- Client testimonials,
- Years of experience, and
- Real results.

Show, don't just tell.

5

Simple CTA

Is your next step obvious and easy?

- "Download the Guide"
- "Schedule a Consultation"

One page. One goal. One action.

Above-the-Fold Must-Haves

This is the first thing visitors see. It matters most.

Make sure to include:

- ✓ A clear, benefit-driven headline
- ✓ A short supporting sentence
- ✓ One strong call-to-action button
- ✓ A simple form (3-4 fields max)

If this section is weak, the rest won't matter.

Design Tips That Improve Conversions

- ✓ Keep it clean and distraction-free.
- ✓ Remove extra links.
- ✓ Use real photos instead of stock images.
- ✓ Make it mobile-friendly.
- ✓ Use short paragraphs and bullet points.

If it's easy to scan, it's easier to convert.

Quick Self-Test (Before You Publish)

Ask yourself:

- Can someone understand this page in 5 seconds?
- Is the next step obvious?
- Does this feel relevant to my ideal client?

If not, simplify.

Ready to improve your landing page?

Let's review your landing page and identify quick wins you can implement right away.

