



LANDING PAGE CHECKLIST

Facebook ADs
Compliance

- o Is the Headline from your ad same headline on your landing page?
- o Does the page have a clear business objective?
- o Is the page branded?
- o Does the page have a privacy policy link?
- o Does the privacy policy page have language about cookies and retargeting?
- o Does the page have a terms of service link?
- o Does the page have a contact us link?
- o Are there any unrealistic claims or spam trigger words (weird, trick, little secret, etc.) on the page?
- o Does the web form/order form work properly and redirect to the right page?
- o Does the page after redirect function properly?
- o Is Google Tag Manager installed properly on all pages?
- o Is the FB custom audience pixel validating through pixel helper?
- o Is the FB conversion tracking pixel installed properly?
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