

# Lead-Gen Essentials Checklist

SimpleLead Co. | 2025-12-08 | Education-only

Print this and review weekly:

1. Offer clarity (one sentence): who + outcome + timeframe + avoid pain
2. One primary CTA (call / quote / booking / download) — remove distractions
3. Landing page basics: headline, proof, benefits, FAQ, CTA, speed
4. Tracking: UTMs + one conversion event (form submit / booking / call click)
5. Proof: 3–5 testimonials, before/after, screenshots, simple case snippets
6. Speed-to-lead: reply within 15 minutes during business hours
7. Follow-up: 3–5 touches over 7 days (email/SMS/call as appropriate)
8. Weekly cadence: publish 1 helpful piece + improve 1 funnel step
9. Simple reporting: leads, CPL, conversion rate, one quality metric
10. Compliance: no unrealistic claims; disclose affiliate links where relevant

*Disclaimer: This checklist is general education, not professional advice. Results vary.*