

15-POINT LANDING PAGE AUDIT

Grading Element	Exceptional (4 points)	Competent (3 points)	Needs Improvement (2 points)	Unsatisfactory (1 point)	Score
Offer					
Clarity	<ul style="list-style-type: none"> A clear, "tightly-written" headline and subheadline that answers "What is it?" and "What does it do for me?" The promise made in the headline is expanded upon in the subsequent content. Headline is compelling without being misleading or hypey. 	<ul style="list-style-type: none"> Headline needs to be "tightened" or only answers one of the key questions. Headline isn't as compelling as it could be or is somewhat hypey or misleading. 	<ul style="list-style-type: none"> Headline is "wordy" or far too short to completely communicate the promise. Headline is not compelling or is hypey or misleading. 	<ul style="list-style-type: none"> Elements of the promise made in the headline are not delivered upon in the subsequent content. Headline is weak or completely misleading and/or hypey. 	
Scent	<ul style="list-style-type: none"> The copy and promise(s) of the ad (or referring source) is articulated on the page. The images from the ad (or referring source) are shown on the landing page. The design of the landing page is consistent with the ad (or referring source). 	<ul style="list-style-type: none"> The copy and promises of the ad (or referring source) are somewhat articulated on the page. The design of the landing page is somewhat consistent with the ad (or referring source). 	<ul style="list-style-type: none"> The copy and promise(s) of the ad (or referring source) are loosely articulated on the page. The design of the landing page is loosely consistent with the ad (or referring source). 	<ul style="list-style-type: none"> The copy and promise(s) of the ad (or referring source) are not articulated on the page. The images from the ad (or referring source) are not on the landing page. The design of the landing page is not consistent with the ad (or referring source). 	
Relevance/Desirability	<ul style="list-style-type: none"> The offer is something the target audience wants/needs. The offer articulation is personalized for the specific target market. 	<ul style="list-style-type: none"> The offer is something the target audience wants/needs. The offer is articulated for an individual audience (many-to-one). 	<ul style="list-style-type: none"> The offer is something the target audience might want/need. The offer isn't articulated for the audience but is a feature list. 	<ul style="list-style-type: none"> The offer isn't something the target market wants/needs. The offer is poorly articulated to any audience. 	
Visualization	<ul style="list-style-type: none"> The product or service is depicted via authentic imagery or video. The product's or service's features are depicted by authentic imagery or video. 	<ul style="list-style-type: none"> The product or service is depicted via stock imagery or video. The product's or service's features are depicted by bulleted lists. 	<ul style="list-style-type: none"> The product or service is depicted via stock imagery or video. The product's or service's features aren't depicted at all. 	<ul style="list-style-type: none"> The product or service is not visually depicted. The product's or service's features aren't visually depicted. 	
Form/CTA					
Visible Form	<ul style="list-style-type: none"> The form is immediately visible. 	N/A	N/A	<ul style="list-style-type: none"> The form is not immediately visible. 	
Appropriate Number of Fields	<ul style="list-style-type: none"> The number of form fields is appropriate for the offer, e.g., high commitment offers have longer forms & lower commitment offers have shorter form fields. There are no "optional" fields. 	N/A	N/A	<ul style="list-style-type: none"> The number of form fields is disproportionate to the offer, e.g., high commitment offers have longer forms & lower commitment offers have shorter form fields. 	
Compelling Form Headline	<ul style="list-style-type: none"> A clear, "tightly-written" headline that makes the form noticeable. The headline is focused on getting the visitor to fill in the associated. The headline doesn't distract from the promise of other page content—it should stand out but not compete. 	<ul style="list-style-type: none"> A clear, "tightly-written" headline that stands out but doesn't support the form. The headline is focused on getting the visitor's attention. The headline doesn't distract from the promise of other page content—it should stand out but not compete. 	<ul style="list-style-type: none"> Headline is "wordy" or too short to catch attention. The headline distracts from the promise of other page content—it should stand out but not compete. 	<ul style="list-style-type: none"> There is no form headline. 	
Visible & Noticeable CTA	<ul style="list-style-type: none"> The CTA is visible. The CTA stands out. The CTA is reiterated throughout the page. The CTA is descriptive, e.g., not "Submit." 	<ul style="list-style-type: none"> Only 3 of the 4 CTA criteria are met. 	<ul style="list-style-type: none"> Only 2 of the 4 CTA criteria are met. 	<ul style="list-style-type: none"> ≤1 of the 4 CTA criteria are met. 	
Trust					
Professional Design	<ul style="list-style-type: none"> Layout is smooth and revolves around a single idea. Fonts are consistent. Images are authentic. The page flow is intuitive to the user. 	<ul style="list-style-type: none"> Layout is smooth and revolves around a single idea. Too many font types, sizes, and colors. Imagery is unprofessional or inauthentic. The page flow is intuitive to the user. 	<ul style="list-style-type: none"> Page layout is a mashup of multiple design inspirations. Too many font types, sizes, and colors. Imagery is unprofessional or inauthentic. The page flow is intuitive to the user. 	<ul style="list-style-type: none"> Page layout is a mashup of multiple design inspirations. Too many font types, sizes, and colors. Imagery is unprofessional or inauthentic. The page flow is not intuitive to the user. 	
Relevant Trust Icons	<ul style="list-style-type: none"> Page uses trust icons. Trust icons are appropriate for the page context. There are no "old school" hyperbolic trust claims, e.g., "Risk Free." 	<ul style="list-style-type: none"> The page uses trust icons. Trust icons are not appropriate for the page context. There are no "old school" hyperbolic trust claims, e.g., "Risk Free." 	<ul style="list-style-type: none"> The page has trust icons. Trust icons are not appropriate for the page context. There are "old school" hyperbolic trust claims, e.g., "Risk Free." 	<ul style="list-style-type: none"> There are no trust icons. 	
Authentic Testimonials	<ul style="list-style-type: none"> Your page uses testimonials. Your testimonials are not anonymous. You testimonials include a name, photo, job title, and place of business. 	<ul style="list-style-type: none"> Your page uses testimonials. Your testimonials are not anonymous. You testimonials don't include all of the following: name, photo, job title, and place of business. 	<ul style="list-style-type: none"> Your page uses testimonials. Your testimonials are anonymous. You testimonials don't include any of the following: name, photo, job title, and place of business. 	<ul style="list-style-type: none"> The page has no testimonials. 	
Clear Privacy Policies	<ul style="list-style-type: none"> There is a visible privacy policy. There isn't any "cute" copy for your privacy policy information. The privacy policy is in proximity to your CTA. 	<ul style="list-style-type: none"> There is a visible privacy policy. There isn't any "cute" copy for your privacy policy information. The privacy policy is in proximity to your CTA. 	<ul style="list-style-type: none"> There is a visible privacy policy. There is "cute" copy for your privacy policy information. The privacy policy is not near your CTA. 	<ul style="list-style-type: none"> The page has no privacy policy. 	
Visual Hierarchy					
Using Visual Cues to Highlight Key Areas	<ul style="list-style-type: none"> The page and design guide the eye to high priority sections. 	N/A	N/A	<ul style="list-style-type: none"> The page and design conflict with your high priority page sections. 	
Page Design Fits a Singular Theme	<ul style="list-style-type: none"> The fonts, colors, imagery, and copy complement each other. 	N/A	N/A	<ul style="list-style-type: none"> The fonts, colors, imagery, and copy compete with one another as a "frankenpage." 	
Supporting Imagery	<ul style="list-style-type: none"> The supporting imagery, e.g. features, product use, etc., does not compete with your CTA. The supporting imagery, e.g. features, product use, etc., does not break the page theme. 	<ul style="list-style-type: none"> The supporting imagery, e.g. features, product use, etc. does compete with your CTA. The supporting imagery, e.g. features, product use, etc. does not break the page theme. 	<ul style="list-style-type: none"> The supporting imagery, e.g. features, product use, etc., competes with your CTA. The supporting imagery, e.g. features, product use, etc., does break the page theme. 	<ul style="list-style-type: none"> The page doesn't use supporting imagery and relies on the hero shot. 	

Action Items

Final Score