20-POINT LANDING PAGE AUDIT

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INSTRUCTIONS
Score each element separately on a scale from 1 – Unsatisfactory (fails to meet any requirements) to 5 – Exceptional (meets or exceeds all requirements).

	SCORE 1 unsatisfactory – 5 exceptional
PAGE PASSES "GRUNT" TEST — Within 3 seconds I can tell what the page is about, why I should care and what I need to do	
OFFER	
CLARITY • Only one offer is present on the page • Headline clearly communicates UVP: "what is it" & "what can it do for me"	
MESSAGING • Consistent language used when describing UVP • Page content is easily digested • UVP is repeated throughout page	
BENEFITS The specific benefits of the offer are expanded upon	
VISUALIZATION • Offer is depicted via authentic imagery or video • A preview of the offer is available	
FORM AND CTA	
VISIBILITY OF FORM Form is immediately visible on all devices (mobile, tablet, desktop)	
ASK MATCHES OFFER The number of form fields is appropriate for the offer & stage of journey	
FORM HEADLINE • Clear and tightly written • Compelling without being misleading • Shows consistency with main value proposition	
CTA BUTTON • Visible immediately • Actionable and descriptive • Customized (not 'submit') • Stands out	
BRANDING AND AESTHETICS	
PROFESSIONAL DESIGN • Font, colors, imagery & copy compliment each other • Fonts are consistent • Images are authentic	
COLORS Colors on landing page match your brand	
LOGO Logo is present on page	
SUBTOTAL	

GRADING ELEMENT	SCORE 1 unsatisfactory – 5 exceptional
USER EXPERIENCE	
PAGE LOAD SPEED • Should load in less than 3 seconds • Images are optimized for load time	
LAYOUT • Is smooth & revolves around a single idea • Page flow is intuitive to user • Page contains good amount of white space to reduce clutter	
VISUAL CUING Uses visual cues & contrasting colors to guide eye to priority items (form, CTA Button, UVP)	
FOLLOW UP ACTION User is directed to a thank you page with an additional offer, or at very least receives inline message after form submission	
FREE OF LINKS TO EXTERNAL/OTHER PAGES	
INFRASTRUCTURE • Page is void of navigation menu • Videos include a turnstile • Long pages contain additional opportunities to convert • Contact info present in footer	
TRUST	
TRUST ICONS • Page uses relevant trust icons • There are no "hyperbolic" trust claims (i.e., "Risk Free")	
TESTIMONIALS • Page contains authentic testimonials that are not anonymous • Include name, photo, job title, and place of business	
TOTAL	

IN ORDER TO IMPROVE MY LANDING PAGE CONVERSION RATES I WILL…

1.

2.

3.

READY TO TURN YOUR NEWLY CAPTURED LEADS INTO CUSTOMERS?

Although a single offer on a landing page is great for the initial capture of a lead, it's likely not enough to seal the deal and turn them into your customer.

A powerful way to improve your lead to customer conversion rates is adding a sophisticated lead nurturing campaign. The How to Create a Lead Nurturing Campaign guide will walk you step-by-step through creating one for your business.

GET LEAD NURTURING GUIDE

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