

Landing Page Scorecard

This landing page scorecard is intended to help you review your landing pages objectively. Use it to weigh up the strengths and weaknesses of your landing pages, comparing across different devices. Once completed, you can see where your main opportunities for improvement are.

E A S E	Relevance	Does the page headline match the previous touchpoint?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
		Does the primary CTA make sense as the next step to take?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
		Do the page visuals support the main message?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Simplicity	Is the language used clear, concise and direct?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
		Does the design follow a typical format?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
		Is the most important information at the top of the page?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Clutter	Is the page free from any elements that are distracting?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
		Does the primary call to action stand out from the page?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
		Is there an appropriate number of navigational options?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
P E R S U A S I O N	USPs	Are your USPs on the page at all?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
		Do they standout from the page?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
		Do they demonstrate a compelling reason to choose you?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Reassurance	Does your company appear trustworthy and secure?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
		Is there evidence of happy customers?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
		Does a neutral third party provide further reassurance?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Incentive	Are there additional incentives to persuade users to take action?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
		Is there an advantage to responding now compared to later?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
		Does the page provide a fair value exchange for data?	Yes <input type="checkbox"/>	No <input type="checkbox"/>

The Conversion team at SearchStar are well versed in turning analysis into insight with over 10 years' experience in optimisation. With our experience we can make your website work even harder. If you'd like to find out more call the **Conversion team** on **01225 58 38 38** or visit www.search-star.co.uk.