

Landing Page Scorecard

This landing page scorecard is intended to be a starting point to help you weigh up the strengths and weaknesses of your landing pages. Once completed, you can work out where your efforts should be focussed.

Relevance	Does the page headline match the paid traffic message?	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 images and video 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"/>
	Do you have a prominent primary call to action?	Yes <input type="checkbox"/> No <input type="checkbox"/>
	Does the messaging work across different devices?	Yes <input type="checkbox"/> No <input type="checkbox"/>
USPs	Are your USPs on the page at all?	Yes <input type="checkbox"/> No <input type="checkbox"/>
	Do they stand out 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"/>
Clutter	Does the main message stand out from the page?	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"/>
	Are there a large number of navigational options?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Reassurance	Is there reassurance given about your company's credibility?	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"/>
Deadline	Are there any reasons to respond quickly?	Yes <input type="checkbox"/> No <input type="checkbox"/>
	Do you display availability levels?	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"/>

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