15-POINT
LANDING PAGE AUDIT

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15-POINT LANDING PAGE AUDIT

Grading Element	Exceptional (4 points)	Competent (3 points)	Needs Improvement (2 points)	Unsatisfactory (1 point)	Score
Offer					
Clarity	• 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.	• 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.	• Headline is "wordy" or far too short to completely communicate the promise. • Headline is not compelling or is hypey or misleading.	• 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	• The copy and promises of the ad (or referring source) is articulated on the page. • The images from the ad (or referring) are shown on the landing page. • The design of the landing page is consistent with the ad (or referring source).	• 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).	• The copy and promises 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).	• The copy and promises of the ad (or referring source) are not articulated on the page. • The images from the ad (or referring) not on the landing page. • The design of the landing page is not consistent with the ad (or referring source).	
Relevance	• The offer is something the target audience wants/needs. • The offerarticulation is personalized for the specific target market.	• The offer is something the target audience wants/needs. • The offer is articulated for an individual audience (many-to-one).	• The offer is something the target audience might wants/needs. • The offer isn't articulated for the audience but is a feature list.	• The offer isn't something the target market wants/needs. • The offer is poorly articulated to any audience.	
Visualization	• 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.	• The product or service is depicted via stock imagery or video. • The product's or service's features are depicted by bulleted lists.	• The product or service is depicted via stock imagery or video. • The product's or service's features aren't depicted at all.	• The product or service is not visually depcitec • The product's or service's features aren't visually depicted.	
Form/CTA					
Visible Form	• The form is immediately visible.	N/A	N/A	• The form is not immediately visible.	
Appropriate Number of Fields	• 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	• 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.	
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Trust					
Professional Design	• Layout is smooth and revolves around a single idea. • Fonts are consistent • Images are authentic • The page flow is intuitive to the user.	• 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.	• 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.	• 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 unintuitive to the user.	
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If you gave your landing page a grade…

Would it pass or fail?

No matter how much traffic you generate, or how good your offer is, you must have the right elements in place for your landing page to be successful.

That's why I've created the 15-Point Landing Page Audit to help you see how your landing page efforts stack up (or to score your employees, competitors, or total strangers just for fun)!

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Authentic Testimonials	• Your page uses testimonials. • Your testimonials are not anonymous. • You testimonials include a name, photo, job title, and place of business.	• 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.	• 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.	• The page has no testimonials	
Clear Privacy Policies	• There is a visible privacy policy. • There is no 'cute' copy for your privacy policy information. • The privacy policy is in proximity to your CTA.	• There is a visible privacy policy. • There is 'cute' copy for your privacy policy information. • The privacy policy is in proximity to your CTA.	• There is a visible privacy policy. • There is 'cute' copy for your privacy policy information. • The privacy policy is not near your CTA.	• The page has no privacy policy.	
Visual Hierarchy					
Using Visual Queues to Highlight Key Areas	• The page and design guide the eye to high priority sections.	N/A	N/A	• The page and design conflict with your high priority page sections.	
Page Design Fits a Singular Theme	• The fonts, colors, imagery, and copy compliment each other.	N/A	N/A	• The fonts, colors, imagery, and copy compete with one another as a 'frankenpage'.	
Supporting Imagery	• 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.	• 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.	• 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.	• The page doesn't use supporting imagery and relies on the hero shot.	

Action Items

Final Score

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The Landing Page Audit worksheet has five components (labeled above):

1. **Grading Elements –** Evaluating elements like the headline, offer, trust, visuals, etc..
2. **Grading Criteria –** Grade these elements based on specific criteria.
3. **Element Scores –** Score each element separately on a scale from Exceptional to Unsatisfactory.
4. **Final Score –** Receive an overall score out of 100.
5. **Action Items –** Take action to improve elements that don't receive a perfect score.

With all of the Landing Page editors or themes you can use out there, it is REALLY easy to create a kind of Frankenstein's monster without even knowing it — this will give you the process you need to avoid doing that entirely.

The Components of the Landing Page Audit

As you start grading your pages (or other people's pages) you'll go from the abstract feeling of "Man, that page pops" to knowing exactly WHY it "pops" (sorry, designer friends, I know you hate that term).

The four landing page categories are:

- Offer
- Form
- Trust
- Visual Hierarchy

There are 15 elements to a landing page audit within those categories:

1. Clarity
2. Scent
3. Relevance
4. Visualization
5. Visible Form
6. Appropriate Number of Fields
7. Compelling Form Headline
8. Visible & Noticeable CTA
9. Professional Design
10. Relevant Trust Icons
11. Authentic Testimonials
12. Clear Privacy Policies
13. Using Visual Queues to Highlight Key Areas
14. Page Design Fits a Singular Theme
15. Supporting Imagery

Who Should Use This Landing Page Audit?

In this post, you'll learn to evaluate and improve each of these elements. Then, you'll get access to our Landing Page Audit spreadsheet.

Here's how to put this audit to work:

- **Email Marketers** – You should definitely direct your traffic to a solid landing page, and the better the landing page the better your email campaign
- **All PPC Marketers** – We all know how important a well-crafted landing page is for our PPC campaigns. Use this audit to squeeze even more revenue!
- **Business Owners and Managers** – Landing pages are easier to create than ever and it's likely yours could use a tweak. See how your campaigns stack up or evaluate how your team creates their landing pages!

- **Agency Owners and Freelancers** – Audit the landing pages of your clients so you can help them improve their campaign conversion rates.

Let's look at each of these important landing page elements in a bit more detail.

Landing Page Audit Element 1: Offer.
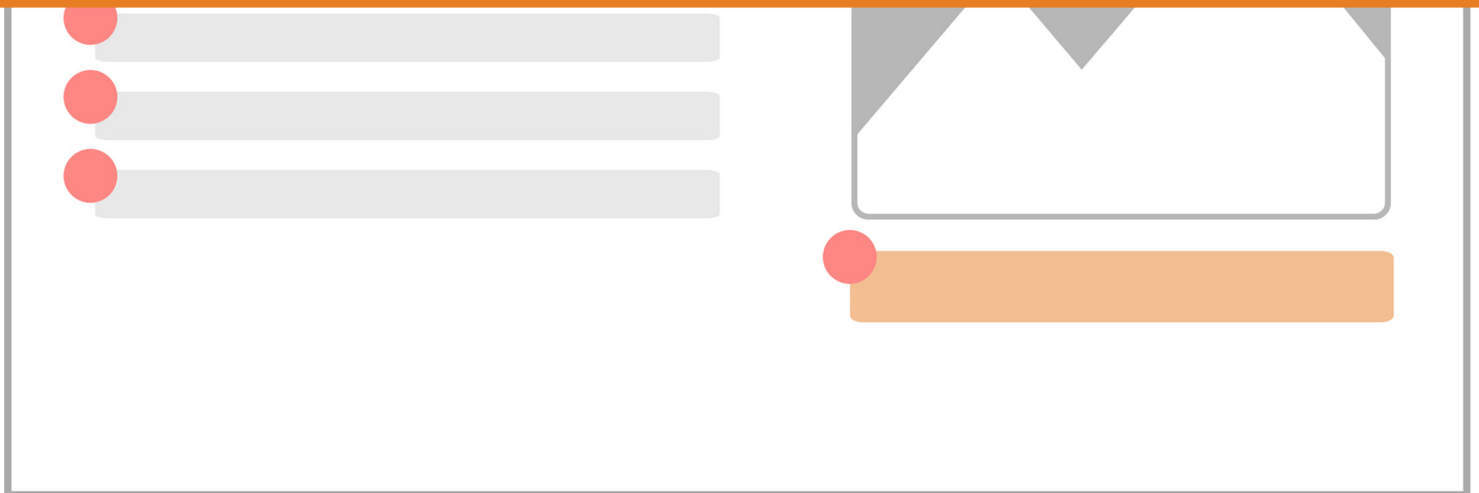
The offer is probably the most critical part of any landing page.

No matter how well designed your landing page actually is, it won't mean a darn thing if you have a crappy offer.

When scoring your offer, you need to pay attention to four main points:

- Clarity
- Scent
- Relevance
- Visualization

Offer				
Clarity	• 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.	• 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.	• Headline is "wordy" or far too short to completely communicate the promise. • Headline is not compelling or is hypey or misleading.	• 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.
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All four of these points work **together**. You need to have a clear offer, meet your user's expectations (scent/relevance), and attractively depict the offer and benefits.

You'll find that you want your offer to be as well rounded as possible, so if you see a dip in the numbers here, definitely start working here.

Landing Page Audit Element 2: Form/CTA.
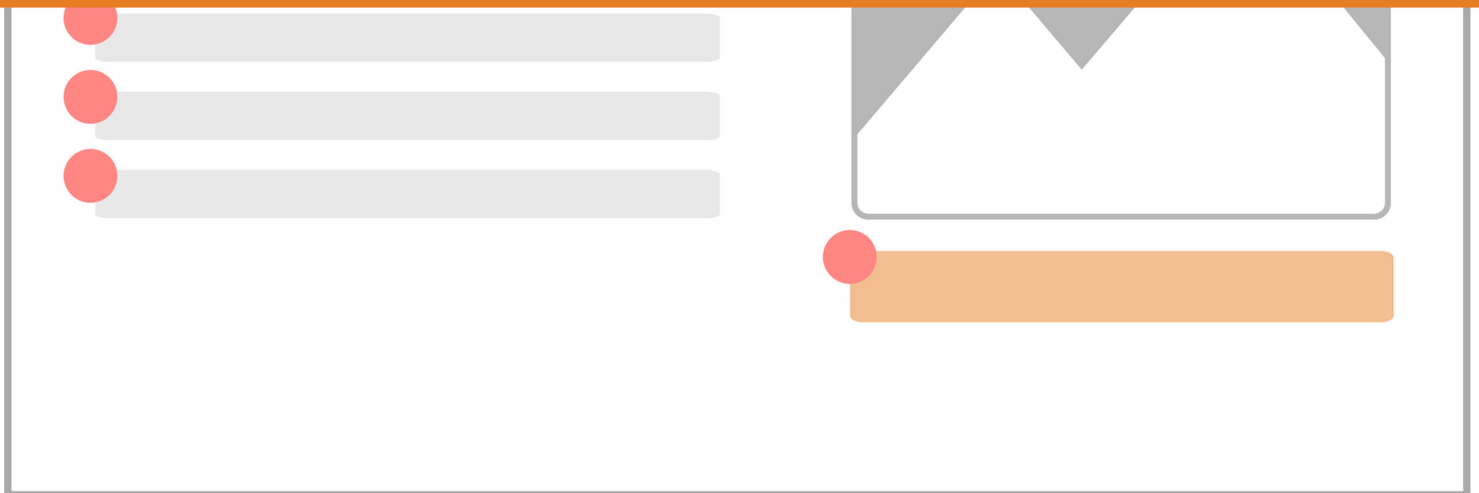
Most landing pages have some kind of form on them unless they are a clickthrough landing page that leads directly to some kind of checkout.

If your landing page is the latter, then make sure that CTA button is noticeable and that your cart page actually makes sense.

For pages with forms, you want to make sure your form is understandable and that people are willing to fill it out. The length of your form is contingent upon the offer's **perceived value**.

If there is low value, then you can only ask for an email. If there is high value, you can start asking for more information.

Form/CTA				
Visible Form	• The form is immediately visible.	N/A	N/A	• The form is not immediately visible.	
Appropriate Number of Fields	• 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	• 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.	
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This section break down is pretty straightforward.

First, if a visitor can't see the form then they aren't going to fill it in. That's why this is the first "all or nothing" score. They either see it or they don't.

Earlier I explained how important it is to have an appropriate number of form fields for the perceived value of the offer. A form with a lot of fields should have a **high**-perceived value.

If people are going to give up their information, they need a good reason to do so.

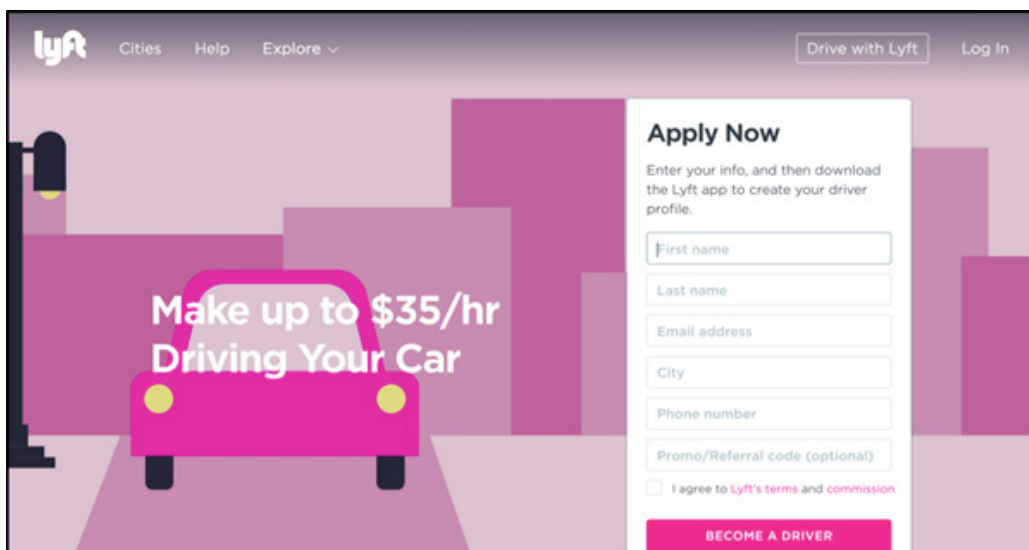It's also important to use a solid form headline!

Don't just reiterate something said on the page already or use a generic "Fill in this form" headline.

Try to draw their attention and speak to the desired end result.

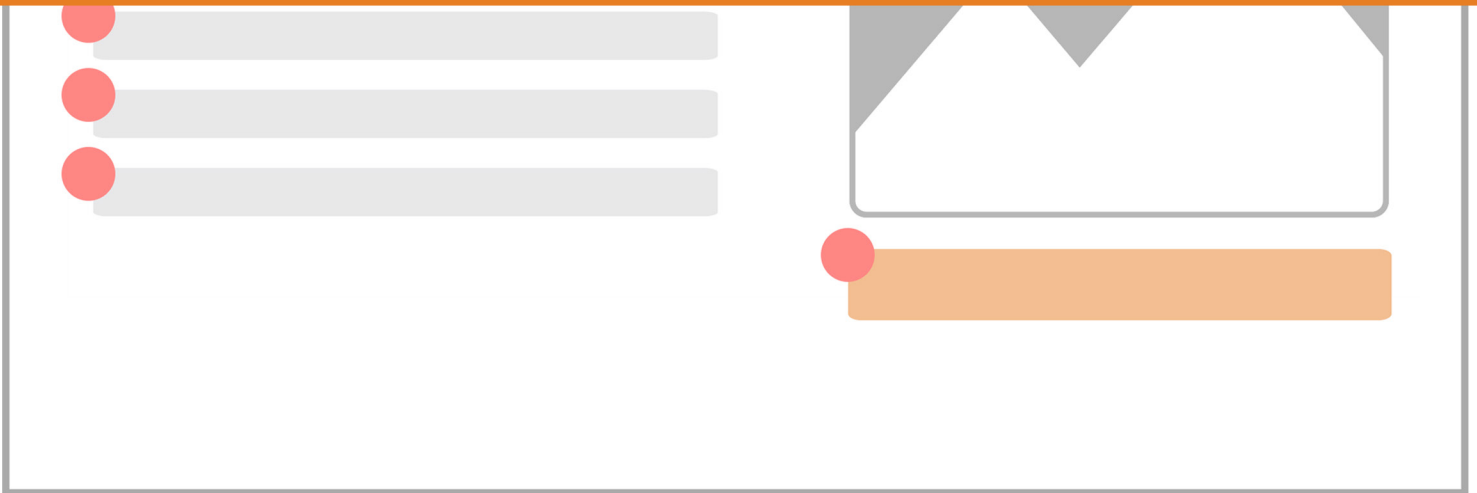**Related:** Use this Headline Swipe File to get more clicks.

If you have a form or just a simple CTA, you need to make sure the copy is clear and actionable, and that the CTA stands out. Lyft does an amazing job with this (while still using their brand colors).

I can't help but look at the button.

Landing Page Audit Element 3: Trust.

Trust				
Professional Design	• Layout is smooth and revolves around a single idea. • Fonts are consistent • Images are authentic • The page flow is intuitive to the user.	• 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.	• 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.	• 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 unintuitive to the user.	
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Authentic Testimonials	• Your page uses testimonials. • Your testimonials are not anonymous. • You testimonials include a name, photo, job title, and place of business.	• 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.	• 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.	• The page has no testimonials	
Clear Privacy Policies	• There is a visible privacy policy. • There is no 'cute' copy for your privacy policy information. • The privacy policy is in proximity to your CTA.	• There is a visible privacy policy. • There is 'cute' copy for your privacy policy information. • The privacy policy is in proximity to your CTA.	• There is a visible privacy policy. • There is 'cute' copy for your privacy policy information. • The privacy policy is not near your CTA.	• The page has no privacy policy.	

Face it, people have trust issues online!

It's your job to ease your visitor's anxiety and convince them to convert. In order to develop trust, you are going to need a few things:

- A relevant trust icon
- Non-anonymous testimonials
- Clear privacy policies
- Relevant guarantees
- Return policies (if applicable)

I didn't include "Professional Design" in the list here because I wanted to talk about it at length.

At DigitalMarketer, we've gone on record saying "What is beautiful doesn't always convert," and while that is true it is still important to put effort into your design because people *will* judge your credibility based on the design.

Let's play a game!

Which mode of transportation would you take to Hogwarts? (Let's assume there is a speed charm on the van so either mode of transportation will get you there at the same time.)
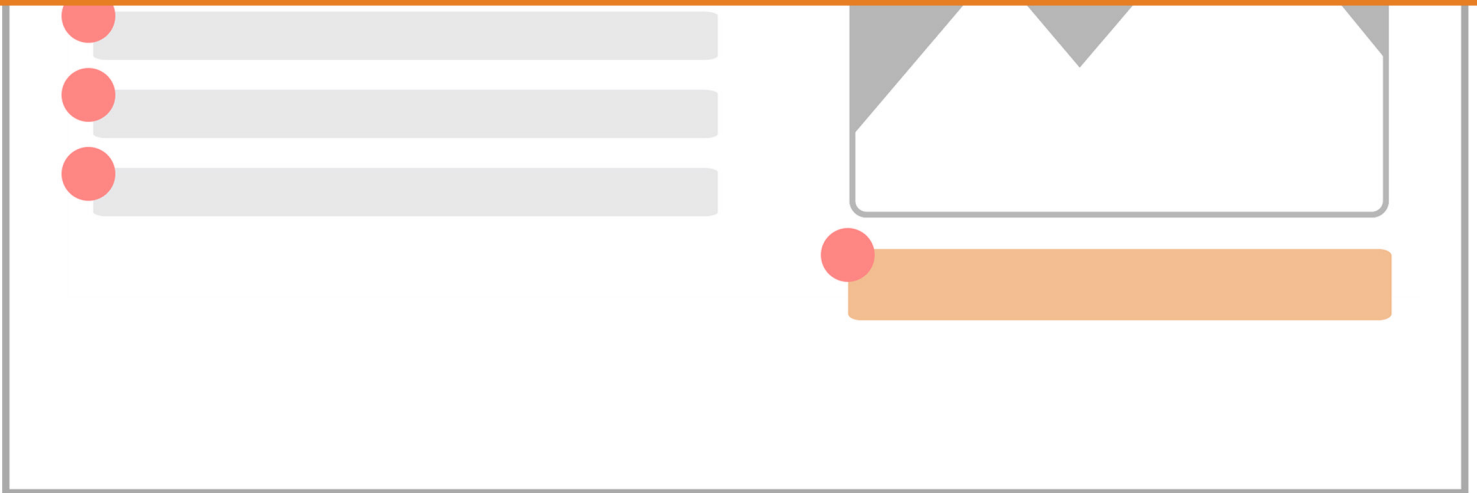
Now if you are a consumer online and you were choosing to buy the same product from two different sites where the design differed in the same way, who would you buy from (assuming they have the same product and messaging remains consistent)?

…yeah, I thought so.

Landing Page Audit Element 4: Visual Hierarchy.

Visual Hierarchy					
Using Visual Queues to Highlight Key Areas	• The page and design guide the eye to high priority sections.	N/A	N/A	• The page and design conflict with your high priority page sections.	
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This might be the least important of the four landing page pillars, but it is **still important.**

Your page layout not only helps develop trust, but it is a representation of your brand and also dictates eye flow.

The latter is very important because you want to make sure people are looking in locations that actually matter. An unbalanced landing page that lacks any visual hierarchy will confuse your visitors, and a confused visitor does not convert.

Here are a few things to ask when looking at your page's visual hierarchy:

- Does the page design maintain the "ad scent"?
- Are your images competing with your call to action?
- Is your most important content being accentuated by the page layout via location, coloration, and visual cues?

Okay, so designing a great landing page requires a lot of attention to detail, but if you successfully incorporate these four pillars you should be good to go.

Happy Optimizing!

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