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Landing Page Audit Sheet

Forty scored items across eight areas: clarity, offer, proof, call to action, friction, mobile, accessibility and measurement, then a prioritised action list.

For: Business owners, marketing and web leads who want to review a page before sending ads to it, or when it is not delivering the expected results.

Level: Intermediate Version 1.0 · 2026-09-21

When to use this sheet

Use it before sending any paid traffic to a page, or when visitors arrive and the intended action does not happen. The sheet does not judge how beautiful the design is; it asks a practical question: does the visitor understand the offer, trust it and act on it easily, and will you know what happened?

It gives you a score per area so you can see where the biggest gap is, then turns weak items into an action list ranked by impact and effort. The score is an internal ranking tool, not a general benchmark; two pages with the same score can perform very differently depending on the offer, audience and market.

How to run the audit

1. **Define the page and the goal:** write down the page URL, the main action wanted, and where most visitors come from (an ad, search, a post).
2. **Open the page as a visitor would:** on a phone, through the same link the ad uses, in a private window. Then repeat on a computer.
3. **Score each item:** 0 = missing or broken, 1 = present but weak or incomplete, 2 = present and clear. Write a short note for every item scoring below 2.
4. **Add up each area:** five items per area, so a maximum of 10 per area and 80 for the page.
5. **Turn weak items into actions:** for every item scoring 0 or 1, write a specific action, then estimate its impact and effort.
6. **Rank the actions:** start with high impact and low effort, then high impact and high effort, and postpone low impact.
7. **Re-audit after changes:** and compare the page's actual results before and after over equal periods, not just the score.

Stop rule: if item 1 or 2 under "Measurement" scores 0, or the main button is broken on mobile, fix it before spending anything on ads pointing to the page. Without that, you cannot read the results at all.

The audit sheet

Page: _____

Main goal: _____

Traffic source: _____

Audit date: _____

1. Clarity

#	Item	Score (0/1/2)	Note
1	Within a few seconds of opening, the main headline says what the offer is and who it is for.		
2	The headline matches the ad message or the link the visitor came from.		
3	An image or video shows the product or the result of the service, not a generic picture.		
4	The language is the audience's, with no internal jargon or unexplained abbreviations.		
5	The page focuses on one offer and one goal.		

Area total: ____ / 10

2. Offer

#	Item	Score (0/1/2)	Note
1	What the visitor gets is spelled out (what, how much, when, how).		
2	The price, or how it is set, is clear.		
3	Terms are visible: duration, delivery, cancellation or returns.		
4	The reason to act now is real and not exaggerated.		
5	The difference from alternatives is stated clearly.		

Area total: ____ / 10

3. Proof and trust

#	Item	Score (0/1/2)	Note
1	Genuine customer reviews, published with consent and with understandable context.		
2	Real contact details: address, number, opening hours.		
3	Real photos of the place, the product or the team.		
4	Every numeric claim or comparison has a source or can be verified.		
5	Written, accessible policies: returns or cancellation, privacy.		

Area total: ____ / 10

4. Call to action

#	Item	Score (0/1/2)	Note
1	One main button with a clear action verb ("Book your class", not "Submit").		
2	On a phone, the button is visible without scrolling.		
3	The button repeats after long sections.		
4	Text near the button explains what happens after the click.		
5	No crowd of links pulling the visitor away from the goal.		

Area total: ____ / 10

5. Friction

#	Item	Score (0/1/2)	Note
1	The form asks for the fewest fields needed to complete the step.		
2	No account creation before the first step.		
3	Error messages are clear, in the page language, and explain how to fix the problem.		
4	After submitting, a confirmation page or message explains the next step.		
5	No pop-ups covering the content on arrival.		

Area total: ____ / 10

6. Mobile usability

#	Item	Score (0/1/2)	Note
1	The page loads acceptably fast on an average phone and ordinary connection.		
2	Text is readable without zooming.		
3	Buttons and links are large enough and not crammed together.		
4	No horizontal scrolling, and Arabic displays right-to-left correctly.		
5	Call and WhatsApp links work with one tap.		

Area total: ____ / 10

7. Accessibility

#	Item	Score (0/1/2)	Note
1	Enough contrast between text and background.		
2	Alt text on images that carry information.		
3	Each field has a visible label that does not disappear when typing starts.		
4	The page can be navigated by keyboard, and focus is visible.		

#	Item	Score (0/1/2)	Note
5	Videos with important speech have captions or a transcript.		

Area total: ____ / 10

8. Measurement

#	Item	Score (0/1/2)	Note
1	Site analytics are installed and working.		
2	The main action (submit, booking, purchase) is recorded as a conversion and has been tested.		
3	Tagged links (UTM) reach the page without losing their parameters.		
4	There is a way to know the source of orders arriving by WhatsApp or phone.		
5	A privacy notice and cookie consent options are present where required.		

Area total: ____ / 10

Score summary

Area	Score out of 10	Weakest item
Clarity		
Offer		
Proof and trust		
Call to action		
Friction		
Mobile usability		
Accessibility		
Measurement		
Total	____ / 80	

Read the summary by area rather than by total: one very low area can break the whole page even when the total looks acceptable. As a suggested working rule, treat any area below 6 out of 10 as a priority for review.

Prioritised action list

Landing page action list

Action 1

- Item (area and number): []
- Specific action: []
- Impact: [high / medium / low] Effort: [low / medium / high]
- Owner: [] Due: []

Action 2

- Item (area and number): []
- Specific action: []
- Impact: [high / medium / low] Effort: [low / medium / high]
- Owner: [] Due: []

Action 3

- Item (area and number): []
- Specific action: []
- Impact: [high / medium / low] Effort: [low / medium / high]
- Owner: [] Due: []

Order of work:

- 1) High impact + low effort: do this week
- 2) High impact + high effort: plan it and set a date
- 3) Medium impact + low effort: add when time allows
- 4) Low impact: postpone or drop

How we will measure the effect: [metric, period before, period after]

Example: a language course sign-up page

Illustrative example

"Lisan Academy" is an invented language institute in Tripoli running ads to a sign-up page for an English conversation course for employees. Goal: a call-request form. All details are invented for illustration.

Area	Score	Key note
Clarity	7	The headline "Learn English" is generic and mentions neither conversation nor employees, while the ad talks about "English for meetings".
Offer	5	No price, no number of sessions; class times are not stated.
Proof and trust	3	No student reviews, no photos of classes, no address.
Call to action	6	The button says "Submit" and does not explain that someone will call.

Area	Score	Key note
Friction	4	The form asks for nine fields, including date of birth and profession, and there is no confirmation after submitting.
Mobile usability	6	The button sits at the bottom and needs a long scroll; the WhatsApp link does not work.
Accessibility	5	Light grey text on white, and field labels vanish when typing.
Measurement	2	Analytics is installed, but the form submission is not recorded as a conversion, and UTM parameters are lost in a redirect.
Total	38 / 80	The measurement area triggers the stop rule before any further spend.

Prioritised actions:

1. Record the form submission as a conversion and test it; fix the redirect that strips UTM parameters. (High impact, low effort)
2. Fix the WhatsApp link, move the button to the top on mobile and change its text to "Request an intro call". (High impact, low effort)
3. Cut the form to three fields: name, phone number, best time to call, with a confirmation message saying when the institute will call. (High impact, low effort)
4. Rewrite the headline to match the ad: "English for meetings and work — evening classes for employees". (High impact, low effort)
5. Add price, number of sessions, schedule and address. (High impact, medium effort, because it needs a management decision)
6. Collect reviews from past students with their consent and photograph a real class. (Medium impact, high effort)
7. Raise text contrast and keep field labels visible. (Medium impact, low effort)

Measurement: after actions 1 to 4, the institute compares confirmed call requests in the two weeks before and the two weeks after the change, keeping ads and budget as steady as possible.

Common mistakes

- **Mistake:** auditing only from the office computer. **Fix:** start on a phone, through the ad's own link.
- **Mistake:** focusing on colours and fonts before clarity and offer. **Fix:** follow the order of the areas; looks come after understanding and trust.
- **Mistake:** making every change at once. **Fix:** work by priority, and log what changed and when so you can link results to changes.
- **Mistake:** adding reviews written by the team or undocumented numbers. **Fix:** publish only genuine reviews with consent, and claims with a source.
- **Mistake:** treating the score as the goal. **Fix:** the score ranks the work; the page's actual results are the final judge.

Audit completion checklist

- ☐ I wrote down the page, the main goal and the traffic source.
- ☐ I reviewed the page on a phone through the ad's own link, then on a computer.
- ☐ I scored all forty items, with a note for every item below 2.
- ☐ I added up the eight areas and noted the weakest item in each.
- ☐ I checked the stop rule (measurement and the main button).
- ☐ I turned every weak item into a specific action with impact and effort.
- ☐ I ranked the actions, and each has an owner and a due date.
- ☐ I decided how and over what period I will measure the effect of the changes.
- ☐ I set a date to re-audit.

About the author — Mohamad Charafeddine is an entrepreneur from Tripoli, Lebanon: founder of the Passion digital marketing agency, president of Takaful Youth Association, and founder of digital platforms. He trains individuals and teams in applied AI and marketing.

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