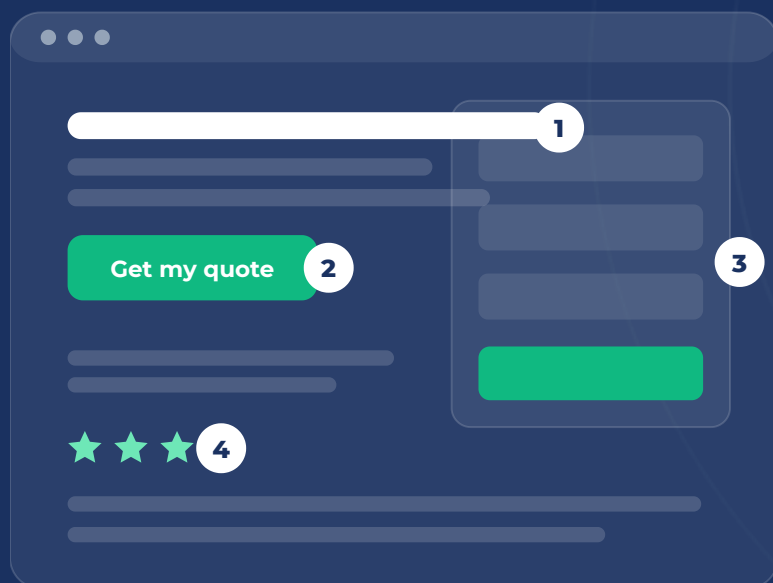


CHECKLIST

Landing Page Conversion Checklist

100 checks for pages that win enquiries, quotes, calls and bookings, with the fix for each.



1 Headline matches the ad

2 One clear next step

3 3 fields, not 9

4 Proof near the action

100 checks in 13 areas

3 annotated page wireframes

43-page PDF

Audit & test-log spreadsheet

Contents

	How to use this checklist	3
01	How a lead page earns the enquiry	4
02	Message match and the first screen	8
03	The offer, the form and the calendar	12
04	Trust, proof and objections	19
05	Mobile, speed and accessibility	23
06	Tracking and follow-up	29
07	Testing when your traffic is small	34
08	Your audit and 30-day plan	37
	The 100 checks on one sheet	39
	Sources	42

01

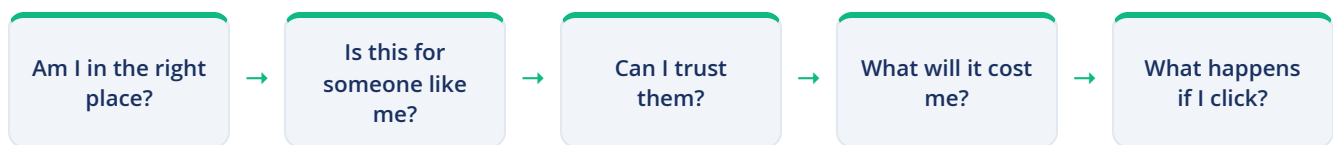
How a lead page earns the enquiry

A lead page has one job: get the right person to take one specific next step. Everything on it either helps that person decide or gets in the way.

The five questions every visitor asks

Visitors don't read a landing page top to bottom. They scan for answers to five questions, roughly in this order. Leave one unanswered and they leave, or call a competitor.

The visitor's decision path



Message match and the first screen answer the first two questions. Trust, proof and objections answer the third and fourth. The offer, the form, the calendar and the follow-up answer the fifth. Speed, mobile layout and accessibility decide whether the visitor can get through the page at all, and tracking and testing tell you whether any of it works.

What "good" looks like in numbers

A conversion rate is enquiries divided by visits. It varies so much by offer, price and traffic source that a single benchmark can mislead you. Use benchmarks to sense-check, not to set targets.

6.6%

median landing page conversion rate across all industries, 2024

Unbounce, 2024

41K+

landing pages and 57M+ conversions behind that median

Unbounce, 2024

4.3%

median for dental services pages; 5.1% for healthcare overall

Unbounce, 2024

Your own trend is the number that matters. A page that moves from 3% to 4.5% on the same traffic has gained 50% more enquiries for the same ad spend. A page "above benchmark" that sends the sales team people who can't afford the service hasn't won anything. That's why chapter 6 asks you to count qualified enquiries, not only form fills.

Three page anatomies

These three pages are wireframes, not designs: they show what goes where and why, with numbered markers pointing to the checks each element satisfies. **1.** A home-renovation firm's service enquiry page, asking for a free on-site estimate (desktop). **2.** A physiotherapy clinic's booking page, taking appointments straight into its calendar (mobile). **3.** A commercial cleaning firm's quote-request page with a three-step form and a thank-you page that does real work. All businesses, names, prices and reviews are invented.

Wireframe 1: service enquiry page

Brightline Renovation 11 [Call us](#)

KITCHEN RENOVATION

1 Your new kitchen, at a fixed price before we start

Free on-site estimate. Written, itemized quote within 48 hours. One project manager from start to finish.

2 ★★★★★ 4.8 from 214 Google reviews

- Fixed written quote, no surprises
- Most kitchens done in 3–4 weeks
- 5-year workmanship warranty, in writing

Photo: a finished client kitchen

3 Get a free on-site estimate

Takes about 60 seconds

Your name

Mobile number

Only to arrange your visit. No sales calls.

What's the project?

6 Book my free estimate

We call within 2 business hours. No obligation, no deposit.

7 What happens next

- 1 We call to set a visit time within 2 business hours
- 2 A 45-minute visit we measure and listen
- 3 Itemized quote by email within 48 hours of the visit

What clients say

8 ★★★★★

"Quote was \$26,400 and the final bill was \$26,400."

Dana · kitchen · March

★★★★★

"Finished in 23 days. Same project manager throughout."

Omar · kitchen · May

★★★★☆

"One cabinet arrived late, they told us the same day."

Lee · bathroom · June

Licensed contractor · Fully insured · Member of a trade association (links to verify)

9 What does a kitchen cost?

Most of our kitchens land between \$18,000 and \$35,000. Price depends on size, cabinet range and whether plumbing moves.

10 Questions people ask before booking

Do I have to be home for the visit? +

Can I keep my appliances? +

What if the job takes longer than quoted? +

Ready for a fixed price? **Book my free estimate**

1 Headline repeats the ad's promise: kitchen, fixed price. **MM1, AF1**

2 Rating with a count, next to the headline, linked to the review source. **TR1**

3 One named offer with the time it takes. **OF1**

4 Two text fields only, each with a visible label; the phone field says why. **FD1, FD2, FD7**

5 Tap-friendly tiles instead of a dropdown. **FD10**

6 Button names the outcome; reply time and "no obligation" sit under it. **AF4, OF3, OB6**

7 Three steps that say exactly what happens after the click. **OF2**

8 Specific reviews with service and month, including a 4-star one. **TR2, TR3, TR4**

9 A real price range and what moves it. **TR8, OB2**

10 FAQ built from questions the team hears on calls. **OB1, OB4**

11 No site menu: the only exits are the call button and the form. **AF7**

Wireframe 2: clinic booking page (mobile)

Northside Physio

Call

Physio appointments this week

45-minute assessment and first treatment. Licensed physiotherapists, 2 clinics.

★★★★★ 4.9 · 389 reviews

Next available: Tue 10:30

Pick a day

Mon 13

Tue 14

Wed 15

Thu 16

Fri 17

Tuesday times

clinic local time

10:30

11:15

12:00

14:00

15:30

17:45

Assessment + first treatment · \$85

Pay at the clinic. Receipts for insurance claims.

Your physio

Sam, sports injuries

12 years in practice

Common questions

Do I need a doctor's referral?

What should I wear?

Book Tue 10:30

Call

Chat

← Change time

Tue 14 · 10:30

with Sam · 45 min · Northside clinic

Full name

Mobile number

For your confirmation and a reminder the day before.

What's bothering you? (optional)

Back

Neck

Knee

Sports injury

Something else

Confirm my booking

Free to change or cancel up to 24 hours before.

What happens next

1. Text and email confirmation now

2. Reminder the day before, with a reschedule link

3. Bring loose clothing and any scans

- 1 Headline matches the search: physio, this week. **MM1**
- 2 Next free slot shown before any click. **BK1**
- 3 Taken slots grayed and disabled; time zone labeled. **BK2, BK3**
- 4 Price and payment terms visible before the form. **TR8, OB2**
- 5 Sticky action bar: one primary, two secondary, 28 px tall on a 188 px frame (about 56 px on a real phone). **MB2, MB3, AF5**
- 6 Booking step repeats the chosen slot; two fields only. **BK4, FD1**
- 7 The phone field says why it's needed. **FD7**
- 8 Optional question marked "(optional)", answered with tiles. **FD4, FD10**
- 9 Cancellation terms right under the button. **OB4, OB6**
- 10 Confirmation and reminder promised, then sent. **BK6, FU1**

Clearwork Facilities

Office cleaning quote within 24 hours

Fixed monthly price. Same team every visit. Cancel with 30 days' notice.

STEP 1 OF 3 · YOUR SPACE

What kind of space is it?

☒ Office
 ☐ Clinic
 ☐ Retail
 ☐ Other

How many desks or workstations?

☐ 1-10
 ☒ 11-50
 ☐ 51-200
 ☐ 200+

How often?

☐ Daily
 ☒ 3x week
 ☐ Weekly
 ☐ One-off

Next: your schedule →

Your quote will show

- Itemized monthly price
- Visit times and team size
- Supplies included or not

Typical prices

11-50 desks, 3x week:
\$900-\$1,600 a month

Depends on floor area, kitchens, washrooms and access hours.

★★★★★ 4.7 · 128 reviews

Client logos, used with permission

Steps 2 and 3, and the page after

STEP 2 OF 3 · SCHEDULE

Which days?

☒ M
 ☐ T
 ☐ W
 ☐ T
 ☐ F

When can we clean?

☐ Before 8 am
 ☒ After 6 pm

Next: where to send it →

STEP 3 OF 3 · CONTACT

Your name

Work email

Phone (optional)

Only if you'd rather we call.

Send me my quote

Request received

Your quote arrives by email by 5 pm tomorrow, from Priya.

Want it sooner? Book a 10-minute call:

Pick a call time

/quote/thank-you

Below the form

How it works

1. Quote within 24 hours 2. Free walk-through 3. Trial clean 4. Monthly plan

Questions facility managers ask

Are your cleaners vetted and insured? · Who holds the keys? · What if a clean is missed?

Proof

Two short case notes with numbers: sites, visits a week, years as a client

- 10** A real thank-you URL, so the key event fires once, on success only. **TK1, TK2**

02

Message match and the first screen

The visitor clicked a promise. The page has to show that promise in the same words, then make clear in the first screen what you offer, for whom, and what to do next. 15 checks.

Message match

Show the ad's promise in the same words, so visitors know they're in the right place. 6 checks. Google rates every search ad's landing page on "how relevant and useful your landing page is to people who click your ad", and that rating is one of the three parts of Quality Score, next to expected click-through rate and ad relevance ([Google Ads Help](#)). Its own advice starts with this line: "Choose a landing page that closely matches your ad and keywords" ([Google Ads Help](#)). Social ads have no Quality Score, but the visitor runs the same test in their head.

Check	Why it matters · how to check · how to fix
MM1 The headline repeats the ad's promise HIGH IMPACT It affects every paid visitor.	Why it matters. A visitor who searched "emergency plumber" and lands on "Welcome to our family business" has to work out whether they're in the right place. Many won't bother. How to check. Put your top 3 ads (by clicks) next to the first screen of the page. Does the headline contain the ad's main service word and its main promise? How to fix. Rewrite the headline as <i>service + promise</i> : "Kitchen renovation at a fixed price", not "Quality you can trust". If one page serves several ads with different promises, split it.
MM2 Each ad group points to the page for that service HIGH IMPACT	Why it matters. Sending all ads to the home page forces the visitor to navigate. Every extra click loses people. How to check. Export final URLs from your ad accounts. Count the ads that point to the home page or a general "services" page. How to fix. Build one page per service or offer that gets real spend. A page template with swapped headline, image, proof and FAQ is enough; it doesn't need a new design.
MM3 The offer in the ad appears above the fold, in the same words HIGH IMPACT	Why it matters. If the ad says "Free first consultation" and the page says "Book a session", the visitor wonders whether the free offer still applies. How to check. List every offer, price or deadline mentioned in live ads. Find each one on the page's first screen. How to fix. Repeat the exact offer wording near the headline or on the button. When an offer ends, update the ad and page on the same day.

Check	Why it matters · how to check · how to fix
MM4 The page looks like the ad MEDIUM IMPACT	Why it matters. On social platforms the ad's image is the promise. A matching image, color and person type confirms continuity before any text is read. How to check. Screenshot the ad and the page's first screen on a phone. Show both to someone for 3 seconds. Do they look like the same company? How to fix. Reuse the ad's key image or a frame from the ad's video in the hero. Keep the same brand colors and type of person shown.
MM5 The page speaks to the audience the ad targeted MEDIUM IMPACT	Why it matters. Different buyers book for different reasons. A page for parents booking swim lessons should talk about children's safety and class times; one for adults should talk about adult classes and privacy. How to check. For each ad set or campaign, write down who it targets. Does the page's headline, image and first proof point fit that person? How to fix. Where audiences differ a lot, make a variant of the page for each one: swap the headline, hero image and first testimonial.

SWIM SCHOOL: ONE BOOKING CHANNEL, THREE AUDIENCES

Women, parents and men book a swim school for completely different reasons, and the club's pools are separated by gender. We split social campaigns by who was booking, each with its own creative and message, and ended every route in a WhatsApp chat with the club. Google enquiries rose 191% on flat spend, at \$1.58 each. [Read the project](#)

Check	Why it matters · how to check · how to fix
MM6 The search terms reaching the page match its service MEDIUM IMPACT	Why it matters. A page can't match a query it was never meant for. If "free kitchen design software" lands on a renovation page, the page fails through no fault of its own. How to check. Open the Google Ads search terms report for the last 30 days, sorted by cost. Mark terms that don't fit the page. How to fix. Add wrong-intent terms as negatives. If good terms keep arriving that the page doesn't address (such as "kitchen renovation cost"), add a section or build a page for them.

Above the fold

The first screen gets the most attention and decides whether there will be a second. It has to say what you offer, for whom, why you, and what to do next. 9 checks.

57%

of page-viewing time spent above the fold, in an eye-tracking study of 120 participants

Nielsen Norman Group, 2018

10 sec

the window to communicate your value proposition, or users tend to leave

Nielsen Norman Group, 2011



AdvanSEM

— ADVANCE YOUR MARKETING —

Advance your marketing.

advansem.com · info@advansem.com