



Landing Page CRO Audit Checklist

Are your blog posts performing as hard as they should in search engines? In today's digital world, unoptimized blog content costs you valuable organic traffic, credibility, and leads without you even realizing it.

This checklist gives you the exact blueprint top content marketers use to create unforgettable first impressions in search

results, boost discoverability, turn readers into engaged followers, and maintain a polished, professional content presence.

How to Use These Checklists:

1. Go through each item systematically.
2. Mark “[]” if the point is done or applies to your current situation.
3. Mark “[]” if the point is not done or needs attention.

4. For “[]” answers, note down specific issues and potential solutions.
5. Prioritize areas for improvement based on their potential impact on your goals.
6. Regularly revisit and update these checklists as your business and strategies evolve.

I. Core Purpose & Value Proposition

Clear Goal:

[] Is the single primary goal of the landing page immediately obvious?

Unique Value Proposition (UVP):

[] Is the UVP clear, concise, and prominently displayed above the fold?

[] Does it clearly articulate the main benefit to the

visitor?

Audience Relevance:

[] Does the messaging directly speak to the target audience's pain points and desires?

Headline & Sub-headline:

[] Is the headline compelling, benefit-driven, and matches ad copy?

[] Does the sub-headline provide additional context

and support the main headline?

II. Call-to-Action (CTA)

Prominence:

[] Is the primary CTA highly visible and placed strategically above the fold and throughout the page?

Clarity & Specificity:

[] Is the CTA button text clear, concise, and action-oriented (e.g., “Get My Free Ebook,”

“Start Your Free Trial”)?

Color & Contrast:

[] Does the CTA button stand out with a contrasting color?

Quantity:

[] Is the number of CTAs appropriate for the page’s length and complexity?
(Prefer fewer for simplicity).

Urgency/Scarcity (if applicable):

[] Is appropriate urgency or scarcity used without being overly pushy?

III. Form Optimization (if applicable)

Field Quantity:

[] Are only essential fields included in the form to minimize friction?

Clarity & Labels:

[] Are form field labels clear and descriptive?

☐ Are placeholder texts helpful?

Error Handling:

☐ Are clear and immediate error messages provided for invalid inputs?

Mobile Friendliness:

☐ Is the form easy to fill out on mobile devices (e.g., large fields, appropriate keyboard types)?

Privacy Statement:

[] Is there a clear, easily accessible privacy statement or link near the form?

Submission Message:

[] Is a clear confirmation message displayed upon successful form submission?

IV. Design & User Experience (UX)

Above the Fold Impact:

[] Does the content above

the fold immediately grab attention and communicate value?

Visual Hierarchy:

[] Is there a clear visual hierarchy guiding the user's eye to important elements (UVP, CTA, benefits)?

Clean & Uncluttered Layout:

[] Is the layout clean, uncluttered, and free from distractions?

Mobile Responsiveness:

☐ Is the landing page fully responsive and optimized for all screen sizes?

Page Speed:

☐ Does the landing page load quickly on desktop and mobile (check with Google PageSpeed Insights)?

Image & Video Optimization:

☐ Are images and videos relevant, high-quality,

and optimized for web performance?

☐ Do they support the message without being distracting?

Consistency:

☐ Is the design consistent with your brand guidelines and ad creative?

V. Trust & Credibility

Social Proof:

☐ Are testimonials, reviews,

client logos, or media mentions prominently displayed?

[] Are they authentic and believable?

Trust Badges:

[] Are security badges, privacy seals, or guarantee seals used (if relevant)?

Familiarity:

[] Is the language and imagery familiar and

reassuring to the target audience?

Privacy Policy & Terms:

[] Are links to the Privacy Policy and Terms of Service easily accessible?

VI. Analytics & Testing

Tracking Setup:

[] Is analytics (e.g., Google Analytics) properly installed and tracking page views and conversions?

☐ Are conversion goals set up for the primary CTA?

Heatmaps & Session

Recordings:

☐ Are tools like heatmaps and session recordings used to understand user behavior?

A/B Testing:

☐ Is an A/B testing strategy in place for headlines, CTAs, images, or form fields?

Post-Conversion Tracking:

[] Is the thank you page tracked to ensure conversions are accurately recorded?

At Brand Shop, we provide strategic guidance and hands-on support in developing and implementing comprehensive growth marketing strategies.

What We Offer

Growth Strategy and Planning:

- Comprehensive business and marketing audits
- Goal setting and KPIs
- Target audience analysis and segmentation
- Tailored Growth Strategies and Roadmaps

Digital Marketing Expertise:

- Google Search Engine Optimisation (SEO)
- Paid advertising (PPC, Social Ads)
- Content marketing strategy and execution
- Social media growth
- Email marketing automation
- Conversion Rate Optimisation (CRO)

Marketing Technology and Automation:

- Marketing software assessment and recommendations
- Implementation and optimisation of marketing automation
- Data and analytics setup (e.g., Google Analytics, CRM integration)
- Performance reporting and insights generation

1:1 Coaching and Workshops:

- Personalised guidance on growth marketing principles
- Training on specific marketing channels and tools
- Team workshops to foster a growth-oriented mindset

Consulting Services:

- Objective analysis and strategic recommendations
- Implementation support and project management
- Performance monitoring and iteration
- Long-term partnership for sustainable growth

Additional Areas of Expertise:

- Customer acquisition and retention strategies
- Marketing analytics and reporting
- Funnel optimisation

**If you're ready to move
beyond fragmented efforts
and build a strategic,
data-driven engine for
sustainable growth—
we'd love to connect.**



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