

LANDING PAGE OPTIMIZATION RUBRIC

Inspired by Tearing Down An Unbreakable Ecommerce Funnel, we've created an in-depth Landing Page Optimization Rubric. Calculate your score and come up with personalized optimizations to improve your conversion rate. Visit our website for a breakdown of elements.

FIRST IMPRESSIONS	HERO SECTION
<ul style="list-style-type: none"> <input type="checkbox"/> Passes the 5-Second Test <input type="checkbox"/> Site Speed <2 Seconds <input type="checkbox"/> Accessible <input type="checkbox"/> Few Distractions (pop-ups, etc) 	<ul style="list-style-type: none"> <input type="checkbox"/> Message is a Value Proposition (Clarity over Cleverness) <input type="checkbox"/> Evergreen Content Feature (Not Seasonal) <input type="checkbox"/> Clear, Specific Call To Action
NAVIGATION	BODY CONTENT
<ul style="list-style-type: none"> <input type="checkbox"/> Shopping Links Only <input type="checkbox"/> < 3-5 Links <input type="checkbox"/> Organized Information Hierarchy <input type="checkbox"/> Simple, Interactive Design 	<ul style="list-style-type: none"> <input type="checkbox"/> Benefits-Oriented, Not Just Features <input type="checkbox"/> Uses Customer Language, Not Yours <input type="checkbox"/> Contextual, Specific CTAs <input type="checkbox"/> No Straight Add To Cart <input type="checkbox"/> Addresses Questions/Objections
TRUST INDICATORS	FOOTER
<ul style="list-style-type: none"> <input type="checkbox"/> Product Reviews or Testimonials <input type="checkbox"/> PR Coverage <input type="checkbox"/> Guarantees & Assurances <input type="checkbox"/> Payment Options 	<ul style="list-style-type: none"> <input type="checkbox"/> Trust Trifecta (Address, Phone, and Email) <input type="checkbox"/> Shopping Links <input type="checkbox"/> Utility Links <input type="checkbox"/> "Connect With Us" Option
<p>TOTAL SCORE Aim for at least 18 checked boxes.</p>	

NOTES & ACTION ITEMS