

Landing Page Optimization Checklist

High-Converting Conversion Rate Optimization (CRO)

Professional Audit Framework

Prepared by

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Above The Fold Optimization

- ☐ Headline perfectly matches Google Ads headline & intent
- ☐ Clear, direct Value Proposition visible without scrolling
- ☐ Prominent Call-to-Action (CTA) button with bold color
- ☐ Click-to-Call phone number visible in top navigation

Frictionless Conversion Form

- ☐ Form fields kept to absolute minimum (3 to 5 fields)
- ☐ Multi-step form utilized for complex quote requests
- ☐ Clear button text (e.g., 'Get My Free Quote')
- ☐ Auto-fill & validation enabled for phone & email

User Experience & Page Speed

- ☐ Page load time under 2.5 seconds on 4G connections
- ☐ 100% Mobile-responsive layout tested on iOS/Android
- ☐ Clean visual hierarchy with readable typography
- ☐ No intrusive pop-ups or distracting external links

Trust Signals & Proof

- ☐ Real customer reviews & Google 5-Star rating badges
- ☐ Trust badges, licenses, and insurance verification
- ☐ Before/After project photos or video testimonials
- ☐ Satisfaction guarantee or clear pricing structure

Technical & Tracking Readiness

- ☐ GA4 & GTM tracking tags firing correctly on conversion
- ☐ Form submission thank-you page with conversion pixel
- ☐ Dynamic Number Insertion (DNI) active for call tracking
- ☐ SSL certificate active (HTTPS secure connection)
- ☐ Cookie consent & Privacy policy compliance verified

Note: Landing page guidelines should be continuously tested via A/B split testing to determine optimum conversion performance.

CRO Roadmap & Landing Page Audit

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Page Conversion Benchmarks

- | | |
|---|--|
| ✓ Landing Page CVR: Benchmark > 12-18% | ✓ Mobile Load Time: Target < 2.5 Seconds |
| ✓ Form Completion Rate: Target > 35% | ✓ Bounce Rate: Maintain < 45% |
| ✓ Call-to-Click Ratio: Target > 8% | ✓ Page Speed Score: Mobile Google Score 85+ |

COMMON ISSUES FOUND

- ✗ **Slow Mobile Speed:** Users dropping off before page loads (> 3 sec)
- ✗ **Weak Value Proposition:** Generic headline failing to match ad promise
- ✗ **Complicated Forms:** Too many fields creating user friction
- ✗ **Lack of Social Proof:** No reviews or trust badges to build credibility
- ✗ **Hidden Contact Info:** Phone number hard to find on mobile screens

EXPECTED AUDIT OUTCOMES

- ✓ **2x Conversion Volume:** Double your leads without increasing ad budget
- ✓ **Lower Cost Per Lead:** Higher conversion rate drastically reduces CPL
- ✓ **Better Quality Score:** High Landing Page Experience score lowers CPC
- ✓ **Higher Mobile Revenue:** Seamless mobile experience captures on-the-go buyers
- ✓ **Maximum Campaign ROI:** Turn ad clicks into profitable, paying customers

Ready to Generate More Qualified Leads?

✉ **DM "ADS" for a FREE Google Ads Account Audit**