

CONVERSION RATE OPTIMIZATION

Landing Page **Audit**

A practical framework for finding the trust, clarity, UX, and conversion problems that reduce leads.

Most landing pages don't fail because of traffic. They fail because visitors don't immediately understand the offer, don't trust the business, or run into unnecessary friction before taking action. This guide helps you find those issues before they cost you more leads.



Farzand Ali

Chief SEO Strategist, RankForge

rankforge-agency.com

THE FRAMEWORK

The Landing Page Success Formula

Every landing page that converts well moves a visitor through the same six stages. Break down at any one of them, and the leads leak out before they ever reach your form.

1

Traffic

Visitors arrive from search, ads, social, or referrals. This is the stage most businesses over-invest in.

2

Attention

The first five seconds decide whether the visitor keeps reading or bounces back to the results page.

3

Trust

Visitors quietly ask, "Is this a real, credible business?" before they read another word of copy.

4

Clarity

The offer, the outcome, and the next step need to be obvious without effort or re-reading.

5

Interest

Benefits, proof, and relevance build enough motivation to justify taking action right now.

6

Action

A low-friction form or CTA converts interest into a lead, a call, or a booked appointment.

"More traffic won't fix a page that doesn't convert."

RANKFORGE — LANDING PAGE AUDIT FRAMEWORK

SECTION 01

Above-the-Fold Audit

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The area visible without scrolling has to earn the scroll. Work through each checkpoint below and check off what your page already does well.

- ☐ Is the headline clear within 5 seconds?
- ☐ Is the primary value proposition obvious?
- ☐ Is there only one primary call to action?
- ☐ Is the CTA visible immediately?
- ☐ Does the hero image support the message?
- ☐ Is the page mobile friendly?
- ☐ Is there clear visual hierarchy?
- ☐ Is the navigation free of distractions?

Why this matters

Visitors decide whether to keep reading before they scroll a single pixel. If the above-the-fold area doesn't answer "what is this, and is it for me," every dollar spent driving traffic here is working twice as hard as it should.

SECTION 02

Trust Signals Audit

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Trust is earned in seconds and lost just as fast. Count how many of these signals are visible on your landing page today.

☐

Reviews

☐

Testimonials

☐

Google ratings

☐

Case studies

☐

Certifications

☐

Awards

☐

Client logos

☐

Money-back guarantee

☐

Security badges

☐

Real team photos

☐

Business address

☐

Phone number

☐

Clear "About" section

Why this matters

A visitor who doesn't trust the business will not hand over their contact details, no matter how good the offer is. Trust signals do the convincing your sales team never gets the chance to do.

SECTION 03

Offer & Messaging Audit

Rate each element of your messaging from weak (left) to strong (right). Patterns of empty dots point straight to your highest-leverage rewrite.

Headline clarity	
Benefits (outcomes for the customer)	
Features (what's included)	
Pain points addressed	
Outcome-focused copy	
Emotional triggers	
Urgency	
Guarantee	
Risk reversal	

How to use this

Score honestly, as a first-time visitor would. Any row scoring two dots or fewer is copy your next revision should tackle first – it's very likely costing you conversions today.

SECTION 04

CTA Audit

Your call to action is the single moment traffic turns into a lead. Review each element below.

**CTA placement**

Above the fold, and repeated at natural decision points

**CTA color contrast**

Stands out from every other element on the page

**CTA wording**

Specific and outcome-driven, not generic

**Button size**

Large enough to be the obvious next step

**Button repetition**

Appears more than once on longer pages

**Sticky CTA**

Stays visible while scrolling

**Mobile CTA**

Thumb-friendly and easy to tap

**Microcopy**

Reassurance text under the button reduces hesitation

Examples of strong CTAs

Book a Strategy Call

Get My Free Audit

Schedule Consultation

Request Proposal

SECTION 05

Form Optimization

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Every extra field is a reason to abandon. Check each item your form already gets right.

- ☐ Only asks for what's necessary
No unused or "nice to have" fields
- ☐ Required fields are clearly marked
- ☐ Spam prevention in place
Without adding friction for real visitors
- ☐ Privacy notice is visible
- ☐ Instant confirmation after submission
- ☐ Progress indicators on multi-step forms
- ☐ Calendar booking option available
- ☐ Phone number auto-formats as typed

Why this matters

Removing a single unnecessary field is consistently one of the fastest, cheapest conversion wins available on any landing page.

SECTION 06

User Experience Audit

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A great offer buried in a clunky experience still loses the lead.

☐

Loading speed

☐

Mobile responsiveness

☐

Typography

☐

Whitespace

☐

Image quality

☐

Accessibility

☐

Navigation

☐

Readability

☐

Page length

☐

Broken links

Why this matters

UX problems rarely announce themselves — visitors just leave. Slow load times and broken links are the two most common silent lead-killers on small business landing pages.

SECTION 07

Conversion Killers

Ten of the most common problems that quietly drain leads from an otherwise well-trafficked landing page.

01

Weak headlines

Vague or clever copy that doesn't state the offer forces visitors to work to understand you.

02

No social proof

Without reviews or client results, visitors have no evidence anyone else trusted you first.

03

Hidden CTA

If the next step isn't obvious, visitors leave rather than hunt for it.

04

Stock photos

Generic imagery signals a generic business and quietly erodes trust.

05

Too much text

Dense paragraphs get skimmed, then skipped — and the offer skipped with them.

06

Slow loading

Every extra second of load time gives visitors another reason to bounce.

07

Generic messaging

Copy that could belong to any competitor gives visitors no reason to choose you.

08

Multiple offers

Too many choices creates hesitation instead of one clear, confident decision.

09

No urgency

Without a reason to act now, "I'll come back later" quietly becomes "never."

10

Poor mobile experience

Most traffic arrives on mobile — a clunky mobile page loses those leads first.

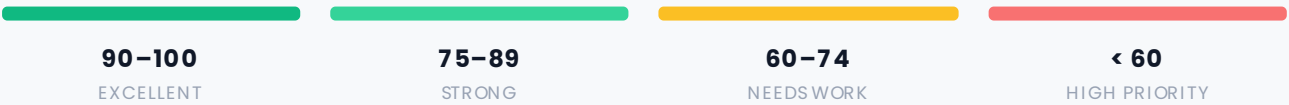
BRING IT TOGETHER

Landing Page Scorecard

Transfer your section scores below to see where your page stands overall.

CATEGORY	SCORE
Headline	
Trust	
Offer	
CTA	
Forms	
UX	
Speed	
Mobile	
Total Score	

What your total score means



TAKE ACTION

Quick Wins

Start here. These fixes are low effort relative to the lift in leads they typically produce.

FIX	DIFFICULTY	IMPACT
Improve headline		
Reduce form fields		
Add testimonials		
Increase CTA visibility		
Improve page speed		

How to prioritize

Tackle the low-difficulty, high-impact rows first. They're the fastest route to more leads without a full redesign.

NEXT STEPS

Ready to Turn More Visitors into Customers?

Most businesses focus their entire budget on getting more traffic while ignoring conversion optimization — the part of the funnel that decides whether that traffic ever becomes revenue. RankForge helps businesses improve both SEO and landing page performance so more of your visitors turn into qualified leads.

WHAT WE HELP WITH

- ✓ Landing Page Audits
- ✓ SEO Strategy
- ✓ Technical SEO
- ✓ Local SEO
- ✓ AI Search Optimization (AEO)
- ✓ Generative Engine Optimization (GEO)
- ✓ Entity SEO
- ✓ Conversion Optimization

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