



A REVENUE CUES DIAGNOSTIC

Convert More of the Traffic **You Already Have**

*A 10-minute landing page diagnostic to find what may be
getting in the way of more enquiries, bookings or sales.*

Why Check This Before Trying to Get More Traffic

You can generate more traffic, publish more content, and improve your campaigns — but every visitor still reaches the same landing page.

If that page creates doubt, confusion, or unnecessary effort, more traffic just sends more people into the same problem. And the fix usually isn't a full redesign — often it's one or two specific things making the page harder to act on than it needs to be.

"Before trying to get more people to the page, check whether the page is making it unnecessarily hard to say yes."

This diagnostic won't tell you exactly why your conversion rate is what it is — no self-assessment can. What it will do is show you where to look first: the handful of places most likely to be costing you enquiries, bookings or sales right now.

Eight categories. Three questions each. A simple 0–2 score. About ten minutes, with the page open in front of you.

Before you start: open the landing page people are actually reaching — from ads, search, social, email or anywhere else. Keep it open and score it as you go.

Score Your Page

CATEGORIES 1-2 OF 8



01

Traffic-to-Page Match

The page should feel like a continuation of whatever brought the visitor there — not a change of subject.

Does the page continue the promise or message that brought the visitor here?

☐ 0 ☐ 1 ☐ 2

Would a first-time visitor instantly know they're in the right place?

☐ 0 ☐ 1 ☐ 2

Is the same offer, problem and customer reflected clearly on the page?

☐ 0 ☐ 1 ☐ 2

WATCH FOR The ad promises "a free consultation" — the page opens with "Award-winning agency since 2009."

02

The Five-Second Test

If visitors can't grasp the offer almost instantly, most leave before reading on.

Could a stranger say what's on offer within five seconds?

☐ 0 ☐ 1 ☐ 2

Would they know immediately whether it's meant for them?

☐ 0 ☐ 1 ☐ 2

Is the very next step obvious, with no scrolling needed?

☐ 0 ☐ 1 ☐ 2

WATCH FOR "Empowering your future" tells a visitor nothing about what you actually do.

Score Your Page

CATEGORIES 3-4 OF 8



03 Relevance

People act when they recognise themselves in what they're reading.

Would your ideal customer recognise their exact situation here?

0 1 2

Does the page describe the outcome in their words, not yours?

0 1 2

Is it clear why this applies to them specifically?

0 1 2

WATCH FOR Pages written to appeal to everyone usually end up convincing no one.

04 The Next Step

Confusion about what to do next is a simple way to lose an interested visitor.

Is there one dominant action the page wants a visitor to take?

0 1 2

Would they know what happens before they click, not just after?

0 1 2

Are competing links or buttons pulling attention away?

0 1 2

WATCH FOR Five buttons competing for attention often convert worse than one clear action.

Score Your Page

CATEGORIES 5-6 OF 8



05

Trust & Proof

Visitors need a reason to believe your claims before they'll act on them.

Is the proof specific — numbers, named results, named clients?

0

1

2

Does it relate directly to this offer, not just the business?

0

1

2

Would it convince a sceptical stranger, not a warm referral?

0

1

2

WATCH FOR A row of client logos looks good, but logos alone rarely count as proof.

06

Friction

Every extra step or unclear question gives a visitor a reason to stop.

Does every form field earn its place, right now?

0

1

2

Could someone complete every step without pausing to think?

0

1

2

Is there anything a visitor has to reread to follow?

0

1

2

WATCH FOR A long form built for internal convenience quietly costs you completions.

Score Your Page

CATEGORIES 7-8 OF 8



07

Objections & Unanswered Questions

Serious prospects hesitate when reasonable questions go unanswered.

Does the page answer the questions a serious buyer would ask?

0

1

2

Is it clear who the offer is, and isn't, right for?

0

1

2

Is it clear what happens after they act, not just after they click?

0

1

2

WATCH FOR You don't need a huge FAQ — just answer what a serious buyer would actually ask.

08

Mobile Experience

A significant amount of traffic may reach your page on a phone, depending on the channel.

On your phone, is anything genuinely hard to read or tap?

0

1

2

Is the primary action visible without several scrolls?

0

1

2

Would you complete this form yourself, on this screen?

0

1

2

WATCH FOR Open the page on your own phone right now — what you notice, visitors notice too.

Add Up Your Score

Add up your score across all 24 questions. Each was worth 0, 1 or 2 — so the maximum possible score is 48 (24 × 2).

2

Yes, clearly

1

Partly / unsure

0

No

MY TOTAL SCORE

____ / 48

0-23**Needs Attention**

Several fundamentals may be making it harder for visitors to understand, trust or act on the offer.

24-37**Opportunities Are Being Lost**

The page has a reasonable foundation, but there are enough weak points that it may be underperforming.

38-48**Strong Foundation**

Most fundamentals appear to be working, although individual issues may still be worth investigating.

A note on the score: this is a structured self-assessment, not a scientifically validated measurement. It shows where problems might exist — not why, how much each one matters, or whether the landing page is definitely the cause. That's what the expert review is for.

What Should I Fix First?

Don't work through this randomly. These four areas matter in this order — because problems higher up the list undermine everything below them.

1**Anything that makes the offer unclear**

If people can't understand what they're being offered, nothing further down the page can compensate for it.

2**Anything preventing the next action**

Broken, confusing or unnecessarily difficult actions should be investigated immediately.

3**Anything creating serious doubt**

Missing proof, unclear claims or unanswered objections can stop an interested visitor.

4**Then improve presentation**

Colour, imagery and polish matter, but they should not automatically be the first thing changed.

Not every low score carries equal weight. A mismatched message, unclear proposition, broken form or confusing CTA may matter more than several minor visual issues. Prioritise impact, not the number of things flagged.

Don't Redesign Everything Yet

A landing page can often be improved by changing its message hierarchy, headline, proof, calls to action, structure, unanswered questions or mobile behaviour — not by replacing everything on the page.

Sometimes a larger rethink genuinely is needed. This diagnostic cannot tell you which. That requires judgement, context and a closer look at the real page.

Your Score Is the Starting Point

Your score shows where something may be going wrong. It doesn't tell you what's causing it, which changes matter most, or whether the landing page is even the real problem. That takes a proper look at your actual page, your traffic, and your offer.

● WHAT'S WRONG

● WHAT MATTERS

● WHAT TO CHANGE

● WHAT TO LEAVE

Expert Landing Page Review

Find out what's most likely costing you enquiries, bookings or sales, what I would change first, and what isn't worth redesigning.

A personalised expert review of your actual landing page, traffic sources, customer and offer — not another generic checklist.

- Traffic-to-page message match
- Messaging and hierarchy
- CTA and form friction
- Analytics and context, where available
- Customer and offer context
- Trust, proof and objections
- Mobile journey
- Prioritised, annotated recommendations

[Get your landing page reviewed →](#)

Replace this with your booking or application link before sharing this guide.

● Revenue Cues — Revenue & Journey Optimisation