

Google Ads Landing Page Optimization Template.

Use this template to check and improve your landing pages for better conversions.

Section 1: Landing Page Basics:

- **Landing Page URL:** [Insert URL]
- **Main Offer:** What are you promoting? E.g. Free Trial, Discount, Consultation
- **Target Audience:** Who is this page for? E.g. small business owners, eCommerce buyers

Section 2: First Impressions & Clarity:

✓ Clear Headline (Grabs Attention)

- The main headline is short, clear, and directly related to the ad.
- It tells visitors what they will get.

✓ Strong Subheadline (Supports the Headline)

- Explain the value of your offer in one short sentence.

✓ Simple & Eye-Catching Design

- Uses easy-to-read fonts.
- Colors match the brand and don't look messy.
- No unnecessary distractions (too many buttons, pop-ups, or clutter).

Section 3: Call-to-Action (CTA) Optimization:

✓ Clear & Actionable CTA

- The CTA tells users exactly what to do
- The button stands out (contrasting color, big enough, easy to find).
- The CTA is repeated at least twice on the page (above the fold & near the bottom).

✓ Form Optimization (If Using a Form)

- Only asks for necessary information (Eg: Name & Email, not 10+ fields).
- Shows a benefit (Eg: "Sign up & Get Instant Access").
- Includes a trust signal (Eg: "Unsubscribe anytime").

Section 4: Page Speed & Mobile-Friendliness:

✓ Fast Loading Time

- Page loads in **under 3 seconds**.

- Images and videos are compressed for faster loading.

✓ **Mobile-Friendly Design**

- The page looks good and is easy to navigate on mobile devices.
- Buttons and forms are easy to click on a phone screen.

Section 5: Social Proof & Trust Signals:

✓ **Customer Reviews or Testimonials**

- At least **one** positive review or testimonial is visible.
- The review is from a real person or verified customer.

✓ **Trust Badges & Guarantees**

- Displays security badges.
- Mentions any guarantees

✓ **Real Business Information**

- Clear contact details (phone number, email, live chat).
- Business location (if applicable).

Section 6: A/B Testing & Tracking:

✓ **Set Up Conversion Tracking**

- Google Ads conversion tracking is set up.
- Google Analytics is connected to track behavior.

✓ **A/B Testing (If Needed)**

- Testing different headlines.
- Testing different CTA buttons or placements.
- Testing different images or videos.

Final Checklist Before Running Google Ads:

- Page loads fast (under 3 seconds).
- The headline & CTA are clear and engaging.
- The form is short and simple (if needed).
- The mobile version looks good.
- Trust signals & testimonials are included.
- Tracking & A/B testing are set up