

Landing Page Audit — Scoring Worksheet

Memeador Labs. Page: _____ URL: _____ Date: _____

Step 1 — Name the load-bearing question (before scoring)

The single question a skeptical buyer in this category must have answered before converting:

Is the answer within **one viewport of a conversion point**? [] Yes [] No []

Buried

Step 2 — Score each category (0-100, use the anchors)

Anchor key: 0 = absent/hostile · 50 = present but weak/generic · 100 = done well.

Category	Weight	Score (0-100)	Headline finding
Heuristics	0.20		
Conversion	0.25		
Trust	0.25		
Craft	0.15		
Accessibility	0.15		

Step 3 — Composite

Composite = $(H \times .20) + (C \times .25) + (T \times .25) + (Cr \times .15) + (A \times .15) = \underline{\hspace{2cm}} / 100$

Step 4 — Top fixes, ranked

#	Finding	Severity (Critical/Major/Minor)	Fix	Projected category lift
1				
2				
3				

Step 5 — Trust severity calibration

Category: ☐ Regulated (finance/health/legal/security) ☐ Unregulated + dependency risk ☐ Low-commitment

Missing/buried load-bearing answer = **Critical** if regulated · **Major** if dependency risk · **Minor** if low-commitment.

Quick checklist (all should be true)

Heuristics — purpose clear in 3s · one obvious action above the fold · no "what now?" moment **Conversion** — one primary CTA · value = outcome for a specific person · top 3 objections on-page **Trust** — load-bearing question named · answered within one viewport of the CTA · commitment terms explicit **Craft** — consistent type/spacing/radii (≤ 2) · one accent · not templated · positioning extractable by a model **Accessibility** — body text $\geq 4.5:1$ · real alt text · keyboard-operable · visible focus · labeled forms

*Free scored report: isthispagegood.com · Full report + human review:
thecollective@memeador.com*