YOUR PRACTICAL TRAFFIC TOOLKIT

Before you send more traffic

Landing page: ____ Owner: ____ Test date: ____

- [ ] A new visitor can explain who this is for, what it helps them do, and the next step.
- [ ] The primary CTA is visible and understandable on a phone.
- [ ] The CTA destination exists and matches the promise.
- [ ] Test the form with an authorized test submission. Verify success, delivery, error handling and the next step.
- [ ] Use only fields needed for the promised action. Explain how information is used.
- [ ] If you offer a free download, verify that the file downloads, opens and includes everything advertised.
- [ ] Test from a signed-out browser as well as your own account.
- [ ] Check keyboard navigation, visible focus, readable contrast and form labels.
- [ ] Define and test your main conversion event. Make sure duplicate events do not inflate results.
- [ ] Confirm any newsletter opt-in is clear and that the provider's unsubscribe flow works.
- [ ] Check the headline, price, deliverables and offer availability against what you can provide.
- [ ] Assign a person to respond to leads and review the funnel weekly.

Record one issue at a time: problem | evidence | affected audience | next fix | owner | status | retest date. Use your own test records and follow your organization's handling rules. Never record customer passwords or sensitive information in this workbook.