

BEFORE YOU PAY FOR TRAFFIC

Ads Readiness Scorecard

Ads do not fix a confusing offer, a weak page, missing proof, broken tracking, or slow follow-up. Use this scorecard before spending money so you know what needs to be fixed first.

Score honestly

The goal is not to look ready. The goal is to avoid wasting money.

Fix the lowest score first

One weak part can ruin the whole campaign.

Track quality

Cheap leads are not helpful if they never become real sales conversations.

Score the System

Rate each area from 1 to 5. A score under 4 means you should fix that area before increasing ad spend.

| AREA | WHAT A 5 LOOKS LIKE | SCORE 1-5 | WHAT NEEDS FIXING? |
|---------------|--|-----------|--------------------|
| Offer clarity | People understand who it is for, what they get, and why it matters. | | |
| Landing page | The page matches the ad, proves the offer, and makes action easy. | | |
| Proof | Reviews, photos, examples, credentials, and risk reducers are visible. | | |
| Tracking | Calls, forms, messages, source, and campaign results are trackable. | | |
| Follow-up | Leads get a fast response, clear next step, and no-response sequence. | | |

If the landing page and follow-up both score low, paid traffic will probably expose the problem faster than it solves it.

LOWEST SCORE

FIRST FIX BEFORE ADS

Check the Offer and Page

Most ad waste starts before the campaign is built. Make sure the destination can convert attention into action.

OFFER CHECKLIST

- The offer solves a specific problem for a specific buyer.
- The outcome is clear without needing a sales call.
- The next step is obvious and low-friction.
- There is a reason to act now, even if there is no fake urgency.
- The offer can be explained in one sentence.

LANDING PAGE CHECKLIST

- The page headline matches the ad promise.
- Proof appears before the buyer has to hunt for it.
- The form or phone number works on mobile.
- The page explains what happens after someone reaches out.
- The page is fast enough and easy to read on a phone.

AD PROMISE DRAFT

Write the one promise your ad will make. If the landing page does not immediately support it, fix the page before running the ad.

Plan Tracking and Follow-Up

A lead is only useful if you know where it came from and what happened after it arrived.

TRACKING SETUP

- Calls are tracked by source or campaign.
- Forms have a thank-you page or conversion event.
- Messages are labeled by source when possible.
- Leads go into a sheet or CRM with status and next action.
- Closed jobs can be matched back to the campaign.

FOLLOW-UP SETUP

- First response script is ready.
- Someone owns response time.
- No-response text and email are written.
- Quote or consult next step is clear.
- Bad-fit leads are tagged so you can improve targeting.

Simple campaign plan

| | |
|------------------------------------|--|
| Campaign goal | |
| Offer | |
| Landing page | |
| Starting budget | |
| Primary success metric | |
| What will make us pause or fix it? | |