

Message Match

- Headline exactly mirrors the ad/email promise visitors clicked
- Core value is legible in 3 seconds (above the fold, no scroll)
- Single primary goal (CTA) with no competing actions
- Offer clarity: who it's for, what they get, why now

Urgency (Time) & Scarcity (Quantity)

- I've countdown with firm end time (timezone stated)
- Time-bound microcopy in hero + CTA ("Ends Monday 11:59 PM")
- Real stock/seat counters (authentic, never fake)
- Access scarcity where relevant (VIP early access / first 500)

Offer & Value Anchoring

- Clear strike-through (Was vs Now) next to current price
- Savings surfaced as both % and \$ (no math required)
- One-line rationale for discount (BF "why" that preserves perceived value)
- Variant tests planned: % OFF vs \$ OFF vs BOGO/LTD
- Effective price breakdown shown to make the savings feel tangible

Social Proof & Trust

- Above-the-fold proof: star rating, testimonial, or "as used by" logos
- "Wisdom of the crowd" metrics (recent buyers / active teams)
- Media/award logos or case study links for B2B/SaaS
- Guarantee/returns and delivery timelines visible near CTA
- Optimize content for search engines (SEO) with relevant keywords.

Visual Hierarchy & Readability

- Hero prioritizes offer + CTA; secondary items de-emphasized
- Obvious eye path (headline → proof → price/savings → CTA)
- Sufficient contrast; large, scannable type; tight spacing control
- Images support the offer (UGC/product-in-use vs generic stock)

Mobile-First Experience

- Single-column layout; comfortable thumb-reach CTAs
- Tap targets ≥ 44 px with safe spacing
- Above-the-fold shows offer, savings, CTA without pinching/zooming
- Implement mobile-friendly navigation and touch interactions.

Speed & Stability

- Mobile LCP < 2.5s; total page load < 3s
- Images compressed; next-gen formats; lazy-load below the fold
- Third-party scripts trimmed/async; CDN enabled; caching set
- Lighthouse/PageSpeed run logged; top issues resolved

Checkout Flow (Friction-Free)

- Guest checkout is default path
- Minimal fields; "billing = shipping" checkbox by default
- Apple Pay/Google Pay/PayPal surfaced first on mobile
- Progress indicator ("Cart \rightarrow Payment \rightarrow Review")

Trust & Safety Signals

- SSL/security badges placed near payment form
- Payment method logos near primary CTA + checkout
- Returns/guarantee copy directly beneath add-to-cart/CTA
- Policy links readable without leaving the funnel

QA Pass (Glitch's sweep)

- Every link, button, and form tested on desktop + iOS + Android
- No overlapping elements or layout jumps on common breakpoints
- Alt text added for key visuals; no broken images
- 404s/redirects checked
- Coupons are automatic, if not coupon codes are validated

Analytics & Tracking

- Primary conversion event configured (purchase/lead)
- UTM strategy mapped to each source/offer
- Heatmaps/session replay enabled for BF week
- Error tracking for forms/checkout failures

Post-Purchase Engine

- Thank-you page upsell (complementary, one-time)
- Add a social-share prompt (“Show off your deal – tag us for a chance to win”) to boost reach.
- Display recommended add-ons (“People who bought this also loved...”) with one-click upsell.
- Highlight upcoming events or community perks (“Join our VIP group for early access to December deals”).

Strategy Elements & Final Checks

- Subtext like “Takes 30 seconds” beside forms & CTAs to reduce hesitation
- Add deadline copy in hero + sticky bar (“Ends Mon 11:59pm EST”) to create urgency.
- Enable a sticky mobile CTA (“Claim 50% Off”) so the action stays visible while scrolling.
- Landing page has been reviewed by the InnerCircle for messaging and conversions.