

MESSAGE	ASSESSMENT
Headline	Should be clear, concise, and captivating. Remind audiences of your value-prop. Restate the Offer
Sub-Headline	Support value-prop; Remind audiences why they should do the offer
Body Copy	Short paragraphs/ bullet points. Intrigue and excite the audience about your product/service
Urgency	Act Now Messages: Bonus incentives, Limited time offer, Exclusive, Countdown Timers
DESIGN	ASSESSMENT
Visuals	High quality & relevant to the message
General Elements	Match the brand colors; Typography legible
Mobile Responsive	Fully functional on all devices
CALLS-TO-ACTION (CTA)	ASSESSMENT
Message Element	Clear, compelling, easily visible, above-the-fold
Action Words	Use compelling verbs like "Get Started," "Get a Quote," "Buy Now," "Redeem Now" "Quick Apply"
Clickable for Mobile	Phone Numbers should be clickable
PROOF & TRUST	ASSESSMENT
Testimonials	Real quotes. Reviews. Videos
Privacy Policy	Visible link to show users how their data is used
Trust Badges	Security badges. Partner logos. Return Policies and Guarantees Clear
FORM ELEMENTS	ASSESSMENT
Visibility	Easily seen and again, works on mobile
Fields	Include Only Necessary. Include Promo Code Field
Button Submission	Redirect to Thank You Page Preferred