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Ad Landing Page Checklist
15 Pass or Fail Checks

For local businesses running Google Ads
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Prepared by Digital Wheelhouse

Mark each check Pass or Fail. Your score is the number of passes out of 15. A landing page is the page a person reaches after clicking your ad.

#	Check	Pass	Fail
1	**Headline matches the ad.** The headline repeats the service and city the person searched for. Why it matters: If the page does not match the ad, visitors assume they are in the wrong place and leave.	☐ Pass	☐ Fail
2	**Clear offer above the fold.** A visitor sees what you do, where, and why to pick you without scrolling. Why it matters: Most visitors decide within seconds.	☐ Pass	☐ Fail
3	**Tappable phone number at the top.** The number is a click-to-call link that is visible on mobile. Why it matters: Many local leads would rather call than type.	☐ Pass	☐ Fail
4	**One main action.** The page pushes one goal (call or form), not five links. Why it matters: Extra choices pull people away from contacting you.	☐ Pass	☐ Fail
5	**Short form.** The form has 3 to 5 fields at most. Why it matters: Every extra field costs leads.	☐ Pass	☐ Fail
6	**Fast on mobile.** The page loads in about 3 seconds or less on a phone. Why it matters: Slow pages lose visitors before they ever see the offer.	☐ Pass	☐ Fail
7	**Built for mobile.** Text is readable and buttons are easy to tap without zooming. Why it matters: Most local ad clicks come from phones.	☐ Pass	☐ Fail
8	**No main menu.** Site navigation is removed or minimal. Why it matters: Menus send paid visitors off to wander the site.	☐ Pass	☐ Fail
9	**Reviews shown.** Star rating or real customer reviews sit near the top. Why it matters: Strangers trust other customers more than your own claims.	☐ Pass	☐ Fail
10	**Trust badges.** Licenses, insurance, certifications, guarantees or years in business are shown. Why it matters: These lower the risk of picking a company they do not know.	☐ Pass	☐ Fail
11	**Real photos.** The page shows your team, trucks, office or work, not only stock images. Why it matters: Real photos prove you are a real local business.	☐ Pass	☐ Fail
12	**Service area and hours listed.** Cities served and hours (including after-hours or weekends) are stated. Why it matters: Visitors need to know quickly if you can help them, and when.	☐ Pass	☐ Fail
13	**Clear button text.** Buttons say what happens next, like "Get My Free Quote". Why it matters: Vague buttons like "Submit" get fewer clicks.	☐ Pass	☐ Fail
14	**Tracking works.** Calls and form fills are recorded as conversions in Google Ads. Why it matters: Without tracking, Google cannot find more people like your real leads, and you cannot tell what is working.	☐ Pass	☐ Fail
15	**Thank-you step.** After a form is sent, a thank-you page or message says what happens next and how soon. Why it matters: It reassures the lead and gives tracking a clean signal.	☐ Pass	☐ Fail

What your score means

13 to 15
Ready for ads.

9 to 12
Fix the fails before scaling spend.

8 or less
Fix the page before spending more.

Failed a few checks?

Get a free landing page review from Digital Wheelhouse. We will show you which fixes matter most for your page.