

# Landing Page Content Assessment Sheet

## Project Details

|                    |             |
|--------------------|-------------|
| Landing Page Title | <div></div> |
| Evaluator          | <div></div> |
| Date               | <div></div> |

## Assessment Criteria

| Criteria   | Assessment  | Comments    |
|--|-------------|-------------|
| Clarity of Headline                                | <div></div> | <div></div> |
| Value Proposition                                  | <div></div> | <div></div> |
| Relevance to Target Audience                       | <div></div> | <div></div> |
| Clarity of Call to Action                          | <div></div> | <div></div> |
| Persuasiveness                                     | <div></div> | <div></div> |
| Supporting Elements (testimonials, features, etc.) | <div></div> | <div></div> |
| Credibility/Trust Signals                          | <div></div> | <div></div> |
| Content Structure/Flow                             | <div></div> | <div></div> |
| Grammar & Spelling                                 | <div></div> | <div></div> |

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General Observations

Recommendation