

Heuristics process will comprehend the following areas:

1. Relevancy & Context
2. Buying Phases
3. Congruence
4. Clarity
5. Frictions (+ attention ratio)
6. Distractions
7. Credibility
8. Motivation (+sense of urgency)

1- Relevancy:

Are we offering web content that matches what the ad promises?

- Are you giving prospects all the information they need in order to convert?
- Does my perception fit my expectations?
- Does web page relate to what the visitor thought they were going to see? Do pre-click and post-click messages and visuals align?
- Does the headline match the page content?
- Do call to action buttons match the value they're going to get?
- Are the images on the page relevant to the content?
- If the user came from an external site (Google search, PPC, referral etc), will they recognize that it's a continuation of their journey?

2- Buying Phases:

What should we be asking cold, warm and hot traffic to do in each landing page?

- Is customer supposed to buy on first visit?
- Are visitors rushed to buy too soon?
- Are there paths in place for visitors in different stages (research, evaluation etc)?
- If the user is not ready to buy, do we help them in their research and evaluation process?
- Are there secondary calls to action to learn more about the product in the key funnels?
- Is there an effective email capture process? Does it have a proper lead magnet?

3- Congruence:

Ensuring that every element of your page either states or supports the Value Proposition.

- [Congruence Test Worksheet has been completed](#)
Value Proposition:
 - Is it clear and easy to understand?
 - Does it communicates the concrete results a customer will get from purchasing and using your products and/or services?

- Does it says how it's different or better than the competitor's offer?
- It can be read and understood in about 5 seconds
- It avoids hype (like 'never seen before amazing miracle product'), superlatives ('best') and business jargon ('value-added interactions').

4- Clarity:

Can I understand what the product / service is, and how it works (in a reasonable amount of time)?

- Where am I? What is this page about?
- What can I do here?
- How is it useful to me? Why should I do it?
- Can I understand what the product / service is, and how it works (in a reasonable amount of time)?
- Are there supporting images and/or videos that help me understand it?
- Is the product information adequate / sufficiently thorough for making a decision?
- Are all important associated pieces of information clear (pricing, shipping info, warranty, return policy etc)?
- Is it clear what I have to do next?

Evaluating design clarity:

- Is there strong visual hierarchy in place? Does it follow a most wanted action?
- Are less important things also less important design wise?
- Is there enough white space to draw attention to what matters?
- Are the visuals in place that support the content?
- Does call to action stand out enough?
- How much top priority information is below the fold?
- If there's more information below the fold, is it clear that they should scroll? Any logical breaks that stop the eye flow?
- Is the eye path clear?
- Is the body copy font size large enough for easy reading? In most cases the optimal size is 16px, but that depends on the font.

Comments on:

- Images
- Colors
- Logo
- Price

5- Friction:

Defined as a psychological resistance to a given element in the sales or sign-up process.

- Does the page ask for sensitive information? (like phone number)
- Slow loading pages? (linked to Technical Analysis)
- Difficult to find features or content? (search boxes u other functionality)
- Does the site looks spammy or amateur?
- Does the page cause doubts or hesitations? (expand on notes)
- Does the page produce Privacy and security concerns?
- Is the landing page utilising cheesy & face stock images?
- Does the page utilises complicated language, jargon and hype?
- Does the page have typos and poor spelling?
- Are there any usability problems? (menu that doesn't work, item that you click and nothing happens)
- Any low contrast between text and background colors o poor readability?

6- Distractions:

One page, one goal. Everything else that doesn't contribute to this, is a distraction

- Are there any moving, blinking elements such as banners, automatic sliders?
- Is the top header compact, or is taking up too much valuable screen space?
- Are there visual elements of lesser importance high in the visual hierarchy?
- Is there copy that is not about the specific action we want people to take?
- For Ecommerce: In the checkout (conversion funnel) pages, are there navigation elements that could be removed?

[Reply on notes:](#)

- Which elements on the page are NOT contributing to people taking most wanted action? How many of them could be distracting?
- What could we remove from the page without compromising its performance?

7- Credibility:

Trust elements that can be found on the landing page

Elements:

- Privacy policies
- [Seals \(of any kind, use notes to comment on findings\)](#)
- SSL - HTTPS
- Number of sales
- Landing page design in general: does it feel like a legit site? (if no, expand on notes)
- Customer lists (logos and/or photos)
- Social Proof: (if any of these are present, choose 'yes')
- Testimonials (assign score in notes from 1 to 5 on degree of reliability from those)
- Social mentions (twitter, facebook, linkedin embedded mentions)
- Photos
- Videos

8- Motivation:

What incentives do we have for them to convert? is the offer clear enough to turn motivation into conversion?

- Is there a clear, benefit-driven offer?
- Do I understand WHY I should take action?
- Are features translated into benefits?
- Is it clear what people are getting when they click a button / fill a form? Is it something that's desirable / useful for the target audience?
- Is there enough product information?
- Is the content interesting? Does it use simple language?
- Is the sales copy persuasive?
- Could we apply some persuasion principles here that would be a good match, such as social proof, urgency or scarcity?