

Landing page that aligns with the ad

CHAPTER 01 / BEFORE YOU BEGIN

Prepare your materials. Define the deliverables.

Marketing teams and businesses running Google Ads, Meta Ads, or other paid campaigns.

Starting materials

- Copy and campaign goals
- Offer with valid conditions
- Lead reception and measurement pathways

What you will prepare

Campaign message map, landing page outline, and lead evaluation plan.

Use it as material for decisions and discussions, then adjust the work limits to your conditions.

Starting from one page, one process, or one most important need. Note unknowns as questions; Don't force answers just to make the worksheet look finished.

Work in a clear order.

Match the advertising message to the landing page

Choose a buyer's needs and an offer that can be provided. Match the ad headline, page content, and the region or segment served. If the ad mentions prices or promotions, display the terms clearly. Don't take people to generic pages that make them search for offers from the start.

Provide information before requesting action

Explain the benefits, scope, process, and what buyers need to know. One main CTA can help focus, but supporting information and useful navigation still need to be available. Don't hide important requirements in order to increase the number of submission forms. The evidence must relate to the offer and not be fabricated.

Design forms and lead intake

Determine the minimum information required for an initial response. Explain why additional fields are required if requesting project context. Keyboard testing, validation, failed sending, and receiving in email or CRM. On-screen success is not enough if leads do not enter the operational process.

Evaluate costs along with quality

Define clicks, website leads, meets-the-criteria leads, and transactions separately. Use clear periods, data sources and campaign conditions. Compare changes carefully if offers, budgets, or audiences change accordingly. Optimization does not guarantee ROI; The quality of sales follow-up also needs to be checked.

Connect steps to real decisions.

Website audit service campaign exercise: the purpose of the form is to gather initial needs, not promise instant comprehensive audit results.

Elements	Example practice	What needs to be checked
Advertisement	Discuss website improvement priorities	According to available offers
Hero	Understand website obstacles before deciding on work	Does not promise instant diagnosis
Form	URL, requirements and work contacts	Data is received and used according to its purpose
Evaluation	The lead is accepted and meets the criteria	Don't just count submit clicks

Replace the example lines with your business conditions. Mark information that already has evidence, that is still an assumption, and that needs to be asked of the person in charge.

Avoid decisions that seem right, but have not been tested.

Removing important information in favor of a single CTA

Focus means assisting decisions; Relevant requirements and information are still required.

Call all leads customers

Separate the stages of the website and sales process before discussing business results.

If a decision impacts costs, access, data, or other teams' work, list the parties who need to approve it. Explain the evidence that is available and the extent of information that remains to be examined.

Make your plans here.

Fill in concisely and specifically. For information that is not yet available, write who needs to be asked for confirmation. These notes are not sent by the Playbook feature to Oura; download before the tab closes.

01 Audience and campaign needs

02 Advertising promises and headlines

03 Terms and proof of offer

04 CTAs and form fields

05 Definition of quality lead

06 Period and method of evaluation

Do not enter passwords, access tokens, or personal customer data. Temporary storage follows the browser tab session, not the Oura account.

Check your job readiness.

This checklist records the tasks you marked. It is not an audit score, certification, or automatic assessment of a website.

Ad promises fit the page

Offer terms can be found

Forms and admission paths are tested

Personal data is not included in Analytics parameters

Costs are assessed along with lead quality

Frequently asked questions

Not always. Navigation options follow user needs and experience. Don't omit information that is important to the decision.

Not necessarily. Relevance, offer, targeting, competition, and quality of follow-up also influence results.

Referral & usage limits

- Google Ads: ad landing page ■
- W3C: labels for forms ■
- Google Analytics: avoid personally identifiable data ■

References checked on October 2, 2026. Steps, examples and worksheets are Oura editorial formulation with the help of AI and public references. Examples are not client results. The guide does not guarantee business results and does not replace a dedicated examination of your systems.