

Your campaign page selection audit

⌚ approx. 20 min

Module: Homepage vs. Landing Page

Type: mini-audit

Task: Pick your three most expensive paid campaigns from last month. For each one, note: the ad copy, the destination page, the number of visible click destinations on that page, and a message-match and intent-match score from one to five. Identify the campaign with the biggest mismatch and write two sentences on which page type or change would have the greatest ROI impact.

Your audit result

Campaign	Ad copy / promise	Landing page	Click targets	Match score 1–5	ROI impact

Biggest mismatch & planned change

Next three actions

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1. Which of your paid campaigns would benefit most from a dedicated landing page, and how many euros per month are on the line?

2. How would you make message match and intent match measurable in your next campaign brief?

3. What would need to change in your business for landing pages to become the rule rather than the exception?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.