

Your Price Anchor Audit

⌚ approx. 25 min

Module: Price Anchoring and Perceived Value

Type: mini-audit

Task: Open the three most important entry pages in your shop where a price appears. For each page, note: (1) Which price is visible first? (2) Is there a reference price, RRP, or strikethrough price? (3) How credible does this anchor feel on a scale of one to five? (4) What alternative sequence could you test? Draft an experiment for the most promising page.

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. What's the first price your customers see today on your most important pages, and was that a deliberate choice?

2. How would you communicate a higher but credible anchor for your core offering?

3. Which product or plan could generate significantly more revenue with a different pricing sequence?

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.