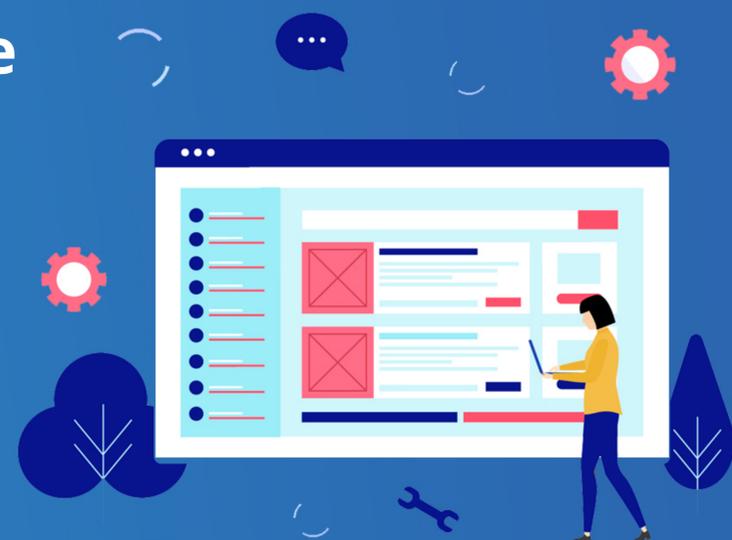


The PPC.Ninja Landing Page Quality Guide

Standards for High-Converting, Service-Specific PPC Landing Pages

This guide defines the minimum quality standards required for all PPC landing pages. Pages that do not meet these standards will be sent back for revision.



Core Principle

Every landing page must feel:

- ✓ Purpose-built for the specific service
- ✓ Consistent from top to bottom
- ✓ Clear in intent
- ✓ Conversion-focused
- ✓ Mobile-first

If a page looks templated, generic, duplicated, or mismatched in any way, it is not ready.

Above-the-Fold Requirements (Non-Negotiable)

Before a user scrolls, the page must clearly show:

- ✓ A clear, service-specific headline
- ✓ A clear location reference (city or service area)
- ✓ A supporting subheadline that reinforces trust or differentiation
- ✓ A primary call-to-action visible above the fold
- ✓ An immediate trust signal (review, certification, years in business, guarantee, etc.)

If any of these are missing above the fold, the page is incomplete.

Location Signals Must Be Obvious

Location relevance is mandatory for all local and regional services.

Requirements:

- ✓ City or service area must appear in the headline or subheadline
- ✓ Service area must be stated clearly on the page
- ✓ Location relevance must be reinforced throughout the content

Do not hide or imply location context.

If a user cannot immediately tell where the business operates, the page fails

Subheadline Must Reinforce Trust or Differentiation

The subheadline must answer the question: "Why this company?"

Acceptable signals include:

- ✓ Years in business
- ✓ Licensing or certifications
- ✓ Warranties or guarantees
- ✓ Response time
- ✓ Service specialization
- ✓ Coverage area

If the subheadline does not add value, it must be rewritten.

Call-to-Action Must Match the Page

The primary CTA must clearly reflect the specific service being advertised.

Acceptable CTAs

- ✓ "Get Your Commercial Roofing Quote Today"
- ✓ "Request a TPO Roofing Estimate"
- ✓ "Book Your Emergency Plumbing Repair"

Not Acceptable

- ✗ "Get a Free Quote"
- ✗ "Contact Us"
- ✗ Generic CTAs reused across different services

If a page is duplicated, the CTA must be updated accordingly.

This applies to **every page**, regardless of who builds it.

Forms Must Match Page Intent

Generic form headlines are not allowed.

Requirements:

- ✓ The form headline must clearly reference the service
- ✓ The form headline must align with the page intent
- ✓ Form fields should be minimal and relevant

Acceptable

- ✓ "Request a TPO Roofing Estimate"
- ✓ "Get a Commercial Flat Roofing Quote"

Not Acceptable

- ✗ "Request a Quote"
- ✗ "Get a Roofing Estimate"

This applies to **every single page without exception**.

Dropdown Options Must Be Page-Specific (Very Important)

If a page targets a specific service, the form dropdown must only include relevant options.

Acceptable dropdown options

- ✓ TPO Roofing
- ✓ Commercial Roofing
- ✓ Other

Not Acceptable

- ✗ Residential Roofing
- ✗ Roof Repair
- ✗ Shingle Roofing
- ✗ Any unrelated or generic services

Dropdowns must be reviewed and edited on **every page before delivery**.

If the dropdown does not match the page intent, the page is incorrect.

Mobile Optimization Is Mandatory

Every page must be reviewed on mobile before submission.

Mobile requirements:

- ✓ Headlines and subheadlines properly aligned and readable
- ✓ Forms clean, usable, and easy to complete
- ✓ Images properly cropped and visible
- ✗ No awkward spacing
- ✗ No cut-off elements
- ✗ No orphaned text (single words dropped onto their own line)

Mobile optimization is not optional.

If it doesn't look right on mobile, it is not done.

Proof Must Appear Early

Every page must be reviewed on mobile before submission.

Trust elements must appear:

- ✓ Above the fold, or
- ✓ Immediately after the fold

Examples of acceptable proof:

- ✓ Reviews or ratings
- ✓ Certifications or licenses
- ✓ "Serving [City] for 15+ years"
- ✓ Association or brand logos
- ✓ Guarantees or warranties

Do not bury proof at the bottom of the page.

Replicated Pages Must Be Fully Reviewed

Duplicating a page does not mean "copy and send."

Every replicated page must be reviewed for:

- ✓ Headlines and subheadlines
- ✓ Images
- ✓ CTAs
- ✓ Form headlines and fields
- ✓ Dropdown options
- ✓ Mobile layout

No page should ever be duplicated without a full end-to-end review.