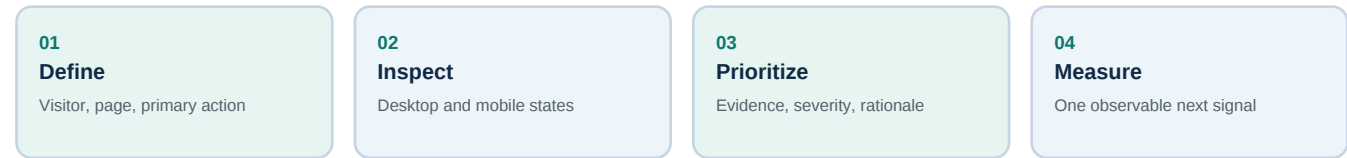


LANDING-PAGE QA & EVIDENCE REVIEW

Signal Scan Review Framework

A compact, original framework for turning one public landing page into a bounded, evidence-backed review. The deliverable is designed to help a founder decide what to clarify or test next—not to promise conversion results.



What the review checks

Action clarity Can the intended visitor identify the next step quickly, and does the action label match the outcome?	Evidence placement Are proof, constraints, and key differentiators available before the visitor must make a high-friction decision?
Responsive behavior Do hierarchy, controls, labels, and spacing remain usable at representative desktop and mobile widths?	Message consistency Do headline, supporting copy, pricing language, and calls to action describe the same offer?
Measurement path Is there one event or funnel step that can show whether the proposed change helped the intended behavior?	Boundary review Claims are limited to visible evidence. Analytics, user intent, and business impact are not inferred without data.

Sample finding structure

OBSERVATION	The visible page state and exact viewport where the issue appears.
WHY IT MATTERS	A bounded usability rationale tied to the stated visitor and action.
PROPOSED CHANGE	One specific copy, hierarchy, or interaction revision—not a general redesign instruction.
CHECK NEXT	A measurable event, question, or retest state that can confirm or challenge the recommendation.

Typical fixed scope: one public page, one intended visitor, one primary action, desktop and mobile inspection, up to three prioritized findings, one copy revision, and one measurement step.