

## PPC Landing Page Evaluation

Goal: Convert paid traffic (Google Ads, LinkedIn Ads, remarketing) into demo bookings.

### 1. Message Match (Ad → Landing Page)

Strengths:

- Clear headline (“IT Asset Management for the Hybrid Workplace”) matches likely ad intent for “smart locker asset management” or “IT device management solution.”
- Subheadline (“Give your workforce secure, anytime access...”) quickly reinforces the pain point and benefit.

Opportunity:

- If ads target “smart locker system” or “automated IT device handover”, use those keywords in the headline or subheadline for stronger Quality Score and immediate relevance.

Action:

- Test headline variant: “Automate IT Asset Management with Smart Lockers — Secure 24/7 Device Access for Hybrid Teams.”

### 2. Value Proposition Clarity

Strengths:

- Clearly explains what the solution does (smart locker-based device management).
- Communicates outcomes — time savings, security, audit trails.
- Addresses audience pain points: IT helpdesk overload, lost devices, manual processes.

Opportunity:

- Slightly too descriptive before showing quantified benefit (e.g., “save 4 hours per week per employee” or “cut IT ticket volumes by 60%”).

Action:

- Add a numeric benefit statement in hero or CTA block to anchor ROI.

### 3. CTA (Call-to-Action) Design & Placement

Strengths:

- Multiple “Book a Demo” CTAs — consistent message.
- End CTA reinforces outcome: “Empower your workforce...”

Opportunity:



- CTA is below the fold on most devices; first instance appears after the intro.
- No visual contrast or benefit reinforcement near the CTA (e.g., arrow, short form, or social proof).

Action:

- Add a primary CTA button above the fold next to the headline.
- Use benefit-based microcopy: “See How It Works” or “Get Your Smart Locker Demo”.
- Anchor secondary CTAs after each problem-solution pair.

## 4. Visual Hierarchy & Layout

Strengths:

- Content structured logically — problem → solution → benefits → CTA.
- Good use of scannable bullet points.

Opportunity:

- Needs a visual asset (photo or diagram) near top to make the solution tangible.
- Section spacing is heavy on text — could overwhelm PPC visitors.

Action:

- Introduce a hero image or 15–20 sec explainer video showing lockers in use.
- Use graphics beside bullet points to break text density.

## 5. Form & Conversion Flow

Opportunity:

- Only “Book a Demo” CTA — but no visible embedded form on the page. For PPC traffic, this adds friction (extra click to convert).

Action:

- Include a short, 3-field form directly on-page (Name, Email, Company).
- Add auto-scroll anchor from hero CTA → form section.

## 6. Trust & Proof

Strengths:

- Mentions clear enterprise benefits (compliance, audit, risk mitigation).

Opportunity:

- Missing trust drivers: no customer logos, testimonials, or security/compliance logos.

Action:

- Add 1–2 social proof blocks (e.g., “Used by leading workplaces like [Client 1, Client



2].”)

- Add case study link (e.g., Stratos Controls) under CTA.

## 7. Page Speed & Mobile UX

Opportunity:

- Rich visuals can slow mobile load time. Mobile PPC users expect under 2.5 seconds load and clear CTAs.

Action:

- Run Google Lighthouse audit → ensure mobile score >90.
- Compress images.
- Use sticky bottom CTA bar on mobile.

## 8. Analytics & Tracking Readiness

Opportunity:

- PPC requires UTM tagging consistency, GA4 event tracking, and HubSpot integration for attribution.

Action:

- Confirm conversion tracking pipeline: Ad click → CTA → Form → Demo booked → CRM (MQL attribution).

## 9. Relevance & Keyword Optimisation

Strengths:

- Uses “IT asset management”, “smart lockers”, “device handover”, “hybrid workplace”.

Opportunity:

- Missing exact PPC-intent phrases like “automated IT locker system”, “device swap solution”, “secure equipment handover”.

Action:

- Add keyword-aligned H2s: “Automated IT Asset Management System for Hybrid Offices” and “Smart Lockers for Secure Device Distribution.”



## 10. Overall CRO & Conversion Readiness Score

| Category                | Score         | Notes                                                                    |
|-------------------------|---------------|--------------------------------------------------------------------------|
| Message Match keyword   | A-            | Strong relevance, could emphasise “smart locker”                         |
| Offer Clarity           | A             | Benefits and pain points clearly explained                               |
| CTA Design & Placement  | B-            | Needs above-fold button & embedded form                                  |
| Visual Hierarchy        | B             | Add imagery/video for clarity                                            |
| Form UX                 | C+            | Hidden behind click; friction added                                      |
| Trust Indicators        | C             | Missing logos/testimonials                                               |
| Speed & Mobile UX       | B             | Likely solid but test mobile CTA                                         |
| Analytics/Tracking      | B             | Ensure GA4 + HubSpot funnel events                                       |
| Keyword Alignment       | B+            | Add target phrasing for PPC                                              |
| CRO Readiness (Overall) | B (Good, 75%) | High-quality structure; minor layout & trust updates can push to A-level |

### Quick Wins Summary

- Add a primary CTA button in hero above fold.
- Embed a short on-page form under hero section.
- Include client logos/testimonial for trust.
- Insert quantified outcomes (“Cut device downtime by 50%”).
- Ensure GA4 + CRM tracking for conversions.
- Test headline variant matching ad keywords (“Automate IT Asset Management with Smart Lockers”).

### Final Verdict

VPOD’s Asset Management page is strategically strong — clear, benefit-led, and credible — but needs CRO refinements (form visibility, proof, CTA contrast) to convert PPC traffic efficiently. With a few adjustments, this could evolve from an informational landing page (**CRO ~2–3%**) to a high-performing conversion page (**6–8%**).

