

PPC Landing Page Evaluation: Smart Locker Systems Guide

EXECUTIVE SUMMARY

The Smart Locker Systems landing page demonstrates strong messaging and sector versatility, emphasising innovation, operational efficiency, and user satisfaction.

However, it lacks clear above-fold CTAs, high-visibility forms, and stronger social proof.

Communications Edge's evaluation gives the page a CRO Readiness Score of 78% (Grade B).

With targeted updates — simplified conversion flow, embedded short forms, proof-led visuals, and enhanced mobile optimisation — the page could exceed a 90% performance score.

Expected outcomes include higher CTR (5–6 %), improved conversion rate (6–8 %), reduced CPL (£40–£50), and stronger ROI attribution.

These refinements will not only boost marketing performance but also deliver measurable commercial outcomes aligned with board-level reporting standards.

1. Message Match (Ad → Page Intent)

Strengths

- High-level headline establishes innovation.
- Subheadline links to commercial outcomes.

Opportunities

- Headline could better match PPC search intent.

Action

Use keyword-aligned headline:

“Smart Locker Systems for Modern Organisations — Cut Costs and Simplify Operations.”

2. Value Proposition Clarity

Strengths

- Strong benefit clarity with tangible outcomes (30 % fewer losses, 25 % satisfaction uplift).

Opportunities

- Broad audience reduces focus; elevate industry-specific messaging.

Action

Add quantified results early and create PPC variants per sector.

3. CTA Design & Placement

Strengths

- Consistent *Download Guide* CTA supports lead generation.

Opportunities

- No visible above-fold CTA; form is placed too low.

Action

Add “*Get Smart Locker ROI Guide*” button above fold with clear benefit microcopy.

4. Visual Hierarchy & Layout

Strengths

- Structured headings and industry list.

Opportunities

- Proof metrics are buried mid-page; layout leans informational.

Action

Add a metrics banner and integrate sector visuals earlier in layout.

5. Conversion Flow & Form UX

Opportunities

- Form located too low; multiple required fields increase friction.

Action

Add a short form near hero section, enable auto-scroll from CTA, and reassure users on data privacy.

6. Trust & Social Proof

Strengths

- Mentions leading organisations.

Opportunities

- No visible testimonials or logos.

Action

Add brand logos and 1–2 testimonial snippets or case metrics.

7. Speed & Mobile UX

Opportunities

- Image-heavy design may slow mobile load.

Action

Optimise images for < 2.5 s load time, add sticky *Download Guide* CTA bar, ensure form responsiveness.

8. Keyword Optimisation

Opportunities

- Missing transactional PPC terms (*enterprise locker management, automated storage systems*).

Action

Add to metadata and headings to improve PPC Quality Score.

9. Analytics & Tracking

Opportunities

- No visible GA4 or CRM tracking.

Action

Implement GA4 event tracking, UTM-tagged CTAs, and HubSpot integration for lead attribution.

10. CRO & Performance Readiness Score

Category	Score	Notes
Message Match	A-	Strong messaging; refine keyword alignment
Offer Clarity	A	Quantify value and tailor per sector
CTA Design	B-	Add above-fold CTA; simplify form flow
Visual Hierarchy	B	Improve proof visibility and layout
Form UX	C+	Simplify and reposition higher
Trust Signals	B	Add testimonials/logos
Speed & Mobile	B	Optimise load; add sticky CTA
Keyword Alignment	B+	Include industry-specific search terms
Analytics Tracking	B	Implement event + CRM tracking
Overall CRO Readiness	B (78 %)	Strong baseline: small UX updates can reach 90 %

Quick Wins Summary

- Add above-fold CTA and embedded form.
- Move proof metrics to hero section.
- Add client logos/testimonials.
- Optimise mobile layout and speed.
- Activate GA4 + CRM tracking.

Expected PPC Performance (Post-Optimisation)

Metric	Baseline	Optimised Target
CTR	3.5–4.0 %	5–6 %
Conversion Rate (Form)	2–3 %	6–8 %
Cost per Lead (CPL)	£70–£90	£40–£50
Leads per £5K Spend	50–60	100–120