

Paid Ads Readiness Scorecard

Confirm the route is paved before you spend a dollar on ads.

TOOLKIT

Before you run ads

- ☐ Website converts direct traffic reliably
- ☐ A focused landing page with one offer and one next step
- ☐ Email capture + follow-up is live (so you keep the leads)
- ☐ Tracking and conversion measurement in place
- ☐ A clear, ownable offer worth advertising

TOOLKIT

Scoring

- ☐ 5/5 checked — ready to accelerate with paid
- ☐ 3-4 — fix gaps first, then test small
- ☐ 0-2 — pave the route before spending