

The Ad-vs-Page Diagnostic

Find out, in five to ten minutes, whether your ad or your page is where the sale is breaking.

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Start here

You are spending money on ads. The clicks come in. The sales do not follow.

There are only two places a sale can break. The ad, or the page people land on after the click. Until you know which one, every change is a guess, and every guess costs money.

This diagnostic tells you which end to look at. Two tools. About ten minutes. You run them yourself, on your own page, right now.

Do this with your actual sales page open in front of you.

Tool 1: The 5-Second Test

Someone lands on your page. They do not read it, not at first. They glance. Within about five seconds they have already decided to stay or leave. In those five seconds they are answering one question: "Is this for me, and do I care enough to keep reading?"

Run it now. Open your page. Set a timer for five seconds. Look at the page. Stop.

Now answer these three, using only what you saw in those five seconds:

1. **What is being sold?**
2. **What does it do for me?**
3. **Who is this for?**

If you cannot answer all three from the first glance, your page is failing the only test that matters. Every visitor is having the same experience: confusion, then the back button.

Common above-the-fold mistakes that cause it:

- Your name and photo first. Nobody cares who you are yet. They care what you can do for them.

- A vague headline ("Welcome To My Guide", "The Ultimate System"). Ultimate at what? For whom?
- A stock photo that could belong to any business. It tells them nothing.
- A wall of text that opens with your life story. They are already gone.

Result: _____ of 3 questions answerable in five seconds. (Three is a pass. Anything less is a page problem.)

Tool 2: The 7 Sales Page Sins

Go through these seven. Be honest. Tick each one your page is guilty of.

- ☐ **Sin 1 — Leading with YOU instead of THEM.** The page opens with your name, background, or story instead of the reader's problem. Fix: lead with their problem, not your biography.
- ☐ **Sin 2 — Burying the price.** The price is hidden at the bottom, or missing ("contact me for pricing"). Hiding it creates distrust, not anticipation. Fix: show the price plainly. Good value is a selling point.
- ☐ **Sin 3 — Vague headline.** "The Ultimate Guide." "Your Path To A Better Home." Says nothing. Fix: be specific enough that a stranger instantly knows if it is for them.
- ☐ **Sin 4 — No clear CTA until the bottom.** The only Buy button is at the very end. Fix: put the first CTA about a third of the way down, after the problem and the solution.
- ☐ **Sin 5 — Feature dumping.** "Includes a 20-page guide, 3 checklists, a calendar." So what? Fix: turn every feature into what it does for them.
- ☐ **Sin 6 — Zero social proof or credibility.** No testimonials, numbers, or evidence of any kind. Fix: add real proof. If you are just starting, use what you honestly have (experience, a guarantee, a real result).
- ☐ **Sin 7 — The wall of text.** No subheadings, no bold, no breaks. Skimmers see nothing and bounce, especially on mobile. Fix: short paragraphs, bold the key bits, subheadings that sell.

Your score: _____ of 7.

The Scorecard

Count your ticks, then read your number.

- **0–1 sins.** Your page is basically sound. If sales are still weak, the leak is almost certainly upstream: the ad, the targeting, or the traffic. Look at the ad first.
- **2–3 sins.** A few real leaks. Worth fixing before you spend more. The page is likely costing you some, but not all, of the drop.
- **4–5 sins.** This is where most people land on the first run. The page is a significant part of the problem. Fix these before blaming the ad.
- **6–7 sins.** The page, not the ad, is almost certainly what is killing the sale. No amount of ad tweaking fixes a page this leaky.

The ad-vs-page verdict, in one line: if your page passes the 5-Second Test *and* scores 0–1 sins, look at the ad. Otherwise, the page is the first thing to fix — and now you know exactly which parts.

What to do next

You now have a named list instead of a guess. That is the whole job of this diagnostic.

Fixing each sin is a writing task, section by section. If you want the exact words to fix them, the Fix-It Prompt Pack gives you a prompt for each part of the page. If you want the full structure your fixed pieces slot into, the Complete Rebuild System has the 10-section framework, the before/after walkthrough, and the timed sprint.

Either way: you have stopped guessing. Fix the right end.

Ash

One Last Thing...

Stepping outside yourself and looking at what you just built, straight, no feelings involved? That's hard. Really hard.

So here's an offer, and you don't have to take it.

You just spent \$10 on this. Why not go one further?

Let ME be brutal with your advertising baby.

Check your email. Yes, right now.

Look for the subject line:

Ash brutal ai breakdown

Inside is one thing. A prompt. Run it and it'll do what you can't, step outside your own page and score it exactly the way I would. No feelings spared.

If you're game, run it.

If you'd rather tell me where to go and handle it yourself, delete the email. Fair dinkum, I'm okay either way.

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