LP Verdict, drawn as one system

OLYMPUS ENGINE :: SHEET 01 OF 01 :: SCALE NONE
STATUS: FIVE GATES, NINE DIMENSIONS, TWO VERDICTS

LEGEND
- DETAIL / FEEDS THE STEP
- SEQUENCE / OPTIMIZE
- GATE :: PASS OR FAIL
- REBUILD

01 THE FIXED SEQUENCE :: EVIDENCE ON EVERY SCORE

GRADE THE PAGE THE VISITOR SEES :: MOBILE FIRST, THEN DESKTOP

GATHER INPUTS — STEP 0
FIVE-SECOND READ — STEP 1
FOUNDATION GATES — STEP 2
WEIGHTED RUBRIC — STEP 3
PAGE-TYPE ADJUST — STEP 3
VERDICT RULE — DECIDES
FIX LIST OR BRIEF — STEP 4
REPORT — STEP 5
RE-GRADE — AFTER FIXES SHIP

PRE: CONTEXT :: MID: GATES BEFORE GRADES :: POST: RE-GRADE

02 GATHER INPUTS :: CONTEXT BEFORE GRADING

› THE PAGE, RENDERED ON MOBILE AND DESKTOP
› PAGE TYPE: SALES, OPT-IN, BOOKING, APPLICATION
› THE AD OR EMAIL, WITH ITS EXACT PROMISE
› THE OFFER, THE ONE ACTION, AWARENESS LEVEL
· CURRENT NUMBERS, IF ANY

03 FIVE-SECOND READ :: FIRST SCREEN ONLY

› WHAT IS THIS? WHO IS IT FOR?
› WHAT DO I DO NEXT?
› A MISSING OR WRONG ANSWER IS A FINDING

04 FOUNDATION GATES :: NO PARTIAL CREDIT

› G1 MESSAGE MATCH WITH THE TRAFFIC
› G2 CLEAR OFFER
› G3 ONE ACTION
› G4 RIGHT STAGE FOR THE AWARENESS LEVEL
› G5 BELIEVABLE PROMISE NEXT TO THE PROOF

05 WEIGHTED RUBRIC :: NINE DIMENSIONS

› EACH SCORED 0 TO 3, WITH EVIDENCE
› HEADLINE, PROOF, OFFER :: x3
› ACTION, OBJECTIONS, FLOW, FRICTION, MOBILE :: x2
· TRUST AND COMPLIANCE :: x1, SALES MAX 60

06 PAGE-TYPE ADJUST :: WEIGHT + G2

› SALES :: OFFER x3, G2 = WHAT IS IN IT + PRICE
› OPT-IN :: x2, G2 = WHAT THEY GET, COSTS AN EMAIL
› BOOKING :: x2, G2 = THE CALL + WHO IT IS FOR
› APPLICATION :: x2, G2 = WHO QUALIFIES + NEXT
· LIGHTER WEIGHT, LOWER MAX: COMPARE BY PERCENT

07 VERDICT RULE :: GATES, THEN THE SCORE

× REBUILD IF G2 FAILS
× REBUILD IF ANY TWO GATES FAIL
× REBUILD IF GATES PASS, UNDER 40% OF MAX
› OPTIMIZE IN EVERY OTHER CASE
· THE 40% LINE AND WEIGHTS ARE STARTING VALUES

08 THE VERDICT DECIDES THE OUTPUT.
ONE GATE FAILED, OTHER THAN G2? STILL OPTIMIZE, THAT FIX GOES FIRST.

OPTIMIZE RANKED FIXES, FIRST ROUND CAPPED AT TEN

REBUILD A BRIEF FOR THE NEW PAGE

09 FIX LIST OR BRIEF :: SPECIFIC

› FIX: ELEMENT, PROBLEM, CHANGE, WHY, SHIP OR TEST
› TWO OR THREE REWRITES FOR HEADLINES, BUTTONS
› SHIP CLEAR FIXES; TEST GUESSES ONLY WITH VOLUME
› BRIEF: KEEP, OFFER SENTENCE, AUDIENCE, HEADLINES
› + PROOF INVENTORY, SECTION ORDER, WHY IT FAILED

WHAT A RUN NEEDS :: ONE INPUT PER CHECK

MOBILE RENDER FIRST SCREEN, TAP TARGETS	DESKTOP RENDER LAYOUT, SCANNABILITY	THE AD OR EMAIL MESSAGE MATCH
OFFER AND PRICE CLEAR OFFER	PROOF ON THE PAGE BELIEVABLE PROMISE	CONVERSION NUMBERS SHIP OR TEST
SCREENSHOT TOOL OR FULL-LENGTH CAPTURES	REPORT TEMPLATE VERDICT FIRST	PRIOR SCORE RE-GRADE BASELINE

10 THE RE-GRADE LOOP :: SCORE BESIDE CONVERSION

› SHIP A ROUND, RUN IT AGAIN, SAME INPUTS
› REPORT SCORE CHANGE NEXT TO CONVERSION CHANGE
› SCORE UP, CONVERSION FLAT: RETUNE THE WEIGHTS
· NEVER INVENT PROOF TO MOVE A SCORE

decide whether it deserves fixing, then fix it.

02 GATHERS :: 03 READS THE FIRST SCREEN :: 04 GATES :: 05 SCORES :: 06 ADJUSTS BY PAGE TYPE :: 07 RULES :: 08 FORKS :: 09 FIXES OR BRIEFS :: 10 RE-GRADES.

TEN CONCEPTS. ONE SYSTEM. GATED BEFORE GRADED, VERDICT BEFORE FIXES.

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