Olympus Engine

LP Verdict

A method for judging a landing or sales page: decide whether it deserves fixing, then fix it or brief the rebuild. Prepared for adoption and adaptation.



About this document. This is reference material describing a method for judging a landing or sales page. It is written to be read and judged, not run blindly. Review it, adapt it to your own offers and traffic, and decide for yourself what to adopt. Nothing in it requires access to anyone else's systems.

The core stance: **decide whether the page deserves fixing before you fix it.** Most page reviews jump straight to a list of tweaks. A list of tweaks on a page with the wrong foundation is polish on a page that cannot convert.

01 Hard rules

1. **Grade the page the visitor sees.** Read the rendered page on desktop and on mobile, not only the source or the copy doc. The first screen carries most of the weight, and only a render shows what is on it.
2. **Context before grading.** Know where the traffic comes from, what it was promised, and the one action the page wants. If you cannot, state your assumption above the verdict, since every score rests on it.
3. **Evidence on every score.** Each score and each fix points at the exact element: the headline text, the section, the button. A score with no evidence is an opinion.
4. **Gates are pass or fail.** The foundation gates get no partial credit. They exist to stop a broken foundation from hiding behind a decent average.
5. **Verdict before fixes.** The report opens with OPTIMIZE or REBUILD and the reason in one line. The detail follows.
6. **Never invent proof.** A fix may never call for a testimonial, number, result, deadline or scarcity claim the business cannot back. Mark claims that need substantiation; income, health and financial claims always do.
7. **Say it plainly.** If the page should be rebuilt, the verdict says REBUILD. A soft verdict on a broken page costs the owner more traffic than a blunt one.

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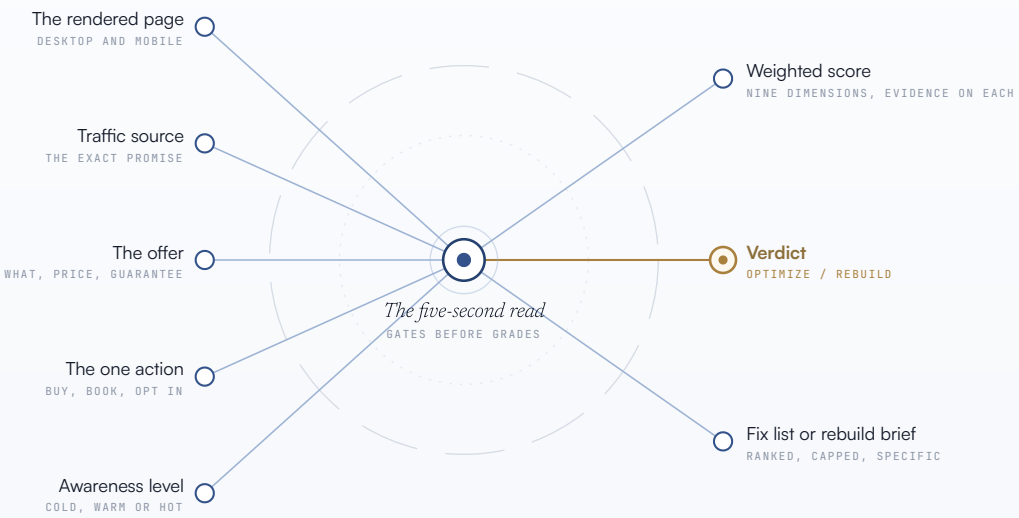
OLYMPUS ENGINE :: HOW LP VERDICT WORKS

Gate it, *then grade it*

Five inputs feed one read of the page. Five gates decide the verdict before any fix is written, and the verdict decides what comes out.



BLUE CARRIES THE EVIDENCE. GOLD MARKS THE VERDICT.

01

First screen first

Read the page a visitor sees, on mobile, before anything else.

02

Gates decide

Pass or fail, no partial credit. An unclear offer is a rebuild.

03

Verdict before fixes

Optimize or rebuild, with the reason, in the first line.

04

No invented proof

Every fix must be true for the business behind the page.

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02 Step 0: Gather the inputs

Collect these before reading the page in depth:

- **The page.** A URL, the HTML, or full-length screenshots at desktop and mobile width.
- **Page type.** Sales page, opt-in, booking or application. It changes how G2 reads and how the offer is weighted (Step 3).
- **The traffic source.** The ad, email, post or link that sends visitors here, with its exact promise.
- **The offer.** What the buyer gets, the price or commitment, and any guarantee.
- **The one action.** Buy, book, opt in or apply. If the owner names two, ask which one the page is judged on.
- **Awareness level.** Is the traffic cold (does not know the problem is solvable), warm (knows the problem, shopping for a fix) or hot (knows this offer)?
- **Current numbers, if any.** Conversion rate, traffic volume, and what has already been tried. Optional, but they decide whether a fix is shipped or tested (Step 4a), and they are the baseline for the re-grade.

03 Step 1: The five-second read

Look only at the first screen, on mobile first. Without scrolling, write down three answers:

1. What is this?
2. Who is it for?
3. What do I do next?

If any answer is missing or wrong, record it. This read feeds the gates and the headline score, and it is the quickest way to see the page the way a cold visitor does.

04 Step 2: Foundation gates

Five gates, each PASS or FAIL with evidence. They decide the verdict.

GATE	PASSES WHEN
G1 Message match	The headline continues the promise of the traffic source. A visitor feels they landed where the click said they would.
G2 Clear offer	A visitor can say what they get and roughly what it costs or commits them to, before the end of the page.
G3 One action	There is a single primary conversion goal. Secondary links do not compete with it.

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GATE	PASSES WHEN
G4 Right stage	The page speaks to the traffic's awareness level. Cold traffic gets the problem first. Hot traffic gets the offer first. A quick tell: cold traffic that meets a price or a buy button before the problem is named fails.
G5 Believable promise	The main claim is credible next to the proof on the page. A promise far beyond the proof fails. A quick tell: a promise with a number in it and no proof carrying a number on the page fails.

Verdict rule:

- **REBUILD** if G2 fails, because no copy rescues an offer the visitor cannot state.
- **REBUILD** if any two gates fail.
- **REBUILD** if the gates pass but the weighted score in Step 3 lands under 40 percent of the maximum.
- **OPTIMIZE** in every other case.

A single failed gate other than G2 is still OPTIMIZE, and that gate's fix goes to the top of the list.

05 Step 3: Score the conversion rubric

Score every dimension 0 to 3, multiply by its weight, and total it. Score it even on a REBUILD, because the high scores tell the rebuild what to keep.

Score anchors: 0 is missing or actively hurting. 1 is present but thin. 2 is solid. 3 is strong, and you can point to why.

DIMENSION	WEIGHT	WHAT TO CHECK
Headline and value proposition	x3	Outcome-led, specific, in the buyer's words, readable in one pass
Proof	x3	Specific, attributed, believable, and placed next to the claim it supports
Offer presentation	x3	What is included, price framing, risk reversal, why now without fake urgency
First-screen action	x2	The primary button is visible without scrolling, and its label says what the visitor gets
Objection handling	x2	The real reasons a buyer hesitates are answered where they arise, not only in a FAQ
Flow and readability	x2	Scannable, benefits before features, one idea per section, no jargon
Friction	x2	Form length, steps to convert, load speed, navigation leaks, surprise costs
Mobile experience	x2	Tap targets, line length, the first screen on a phone, nothing breaks

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DIMENSION	WEIGHT	WHAT TO CHECK
Trust and compliance	x1	Claims substantiated, required disclaimers present, a real business behind it

For a sales page the maximum is 60. Report the total as points and as a percentage.

Adjust by page type. The rubric above is tuned for a page that sells. Other page types read G2 differently and carry the offer more lightly:

PAGE TYPE	G2 PASSES WHEN THE VISITOR CAN SAY	OFFER PRESENTATION WEIGHT	WATCH CLOSELY
Sales page (buy now)	What is included and the price	x3	Price framing, risk reversal
Opt-in (free resource)	What they get and that it costs an email	x2	Form length, what happens after the opt-in
Booking (call or demo)	What happens on the call and who it is for	x2	Who should not book, calendar friction
Application (high ticket)	Who qualifies and what happens next	x2	Screening questions, the reason to apply now

When a weight drops, the maximum drops with it. Compare pages by percentage, not points.

Treat the thresholds as starting values. The 40 percent line and the weights are judgment, not calibrated constants. Tune them against your own pages: if REBUILD keeps landing on pages that convert, the line is too high; if OPTIMIZE keeps landing on pages that never move, it is too low.

06 Step 4a: OPTIMIZE, the fix list

Rank the fixes by expected impact against effort. Cap the first round at ten, because a list of forty fixes is a list nobody ships. Each fix carries:

- **Element:** the exact thing being changed.
- **Problem:** what is wrong, with the evidence.
- **Change:** the specific edit. For headlines and buttons, write two or three alternatives, not a direction.
- **Why it should move conversion:** one line.
- **Ship or test:** ship a clear fix outright. Test a fix that rests on a guess about the audience, but only when the page has the volume to read a test. As a rough line, a split needs a hundred or more conversions per version within a few weeks. Below that, ship the fix and compare before and after.

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Group them as **Quick wins** (under an hour, ship now), **Big moves** (structural, worth the effort) and **Tests** (hypotheses worth splitting traffic on).

Re-grade after each round. Once a round of fixes ships, run the method again on the new page with the same inputs. Report the score change next to the conversion change. A score that rises while conversion does not means the rubric is weighing the wrong things for this audience, which is the signal to retune the weights.

07 Step 4b: REBUILD, the brief

Do not write a fix list for a page that is coming down. Write the brief the new page is built from:

- **Keep:** anything that scored 2 or 3, word for word where it earned it.
- **The offer in one sentence:** what they get, for whom, at what commitment.
- **Audience and awareness:** who lands here and what they already believe.
- **Headline direction:** two or three headline options that match the traffic source.
- **Proof inventory:** the proof that exists, and the proof that has to be collected before launch.
- **Section order:** a skeleton of the new page from first screen to final call to action.
- **Why it failed:** the gates that failed, in one line each, so the rebuild does not repeat them.

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08 Step 5: The report (verdict first)

```
# LP Verdict: <page> (<date>)
**Assumptions:** <page type, traffic source, awareness level, the one action; "confirmed"
or "assumed">
**Verdict:** <OPTIMIZE | REBUILD>, <the single reason in one line>
**Score:** <points> / <maximum for the page type> (<percent>)

## Five-second read
What it is: <answer or MISSING>
Who it is for: <answer or MISSING>
What to do next: <answer or MISSING>

## Foundation gates
| Gate | Result | Evidence |
|------|--------|----------|

## Rubric
| Dimension | Score | Weighted | Evidence |
|-----------|-------|----------|----------|

## Fix list (OPTIMIZE) or Rebuild brief (REBUILD)
<Step 4a or Step 4b>

## Claims that need substantiation
<each claim on the page or in a fix that needs backing, or "none">
```

Two rules for the report:

- **Assumptions sit above the verdict.** A verdict built on a guessed traffic source has to say so where the reader looks first.
- **Lead with the sharpest fix.** On OPTIMIZE, the first fix listed is the one most likely to move conversion. On REBUILD, the first line of the brief is the offer sentence.

09 A hypothetical illustration

A meal-prep subscription runs an ad promising "dinner in ten minutes, no shopping." The page opens on the brand story, shows the price only at checkout, and has a menu link in the header beside the signup button.

- G1 fails: the ad promised speed, and the first screen sells the founders.
- G2 passes, narrowly: the plan becomes clear by mid-page.
- G3 fails: the menu link competes with the signup button above the fold.

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Two failed gates make this a **REBUILD**, even if the photography would score 3. The brief keeps the photography and the menu content, opens on the ten-minute promise, and moves the menu below the first call to action.

10 One way to use it

Save this file as a skill in your agent environment, or paste it into a project's instructions. Then give it the page and the other inputs from Step 0. If your agent can take screenshots, have it read the rendered page at desktop and mobile width before it scores anything. Without that, give it full-length screenshots yourself. The text alone hides the first screen.

11 Scope

LP Verdict judges an existing page and says what to do with it. It does not write the new page, run the split tests or diagnose the rest of the funnel. If the verdict is REBUILD, hand the brief to whoever writes the page. If the page converts and the funnel still leaks, look at the steps after the page.

Behind every lasting thing
is an unseen order.



A standalone, adoptable version of this method is in the companion file lp-verdict.md, and LP-Verdict-Blueprint.pdf shows how it is wired on one sheet. Adapt it to your own offers and traffic and keep what fits.

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