

ADVERT SCORING SYSTEM FROM TRUESILVER

Instructions:

Each yes = 1 point. Each No = 0 points.

Headline

Is the headline a statement and not the company name?	Yes / No
Is it at least a quarter of the ad?	Yes / No
Does it include the word YOU or YOUR?	Yes / No

Offer

Is there an offer?	Yes / No
Is it easy to understand?	Yes / No
Is it a no-brainer?	Yes / No

Visuals

Is there a picture?	Yes / No
Is it clear?	Yes / No
Does the ad stand out from everything else on the page?	Yes / No

Content

Does the ad focus mainly on one product or service?	Yes / No
Does it tell people why you're the best person to buy from?	Yes / No
Does it clearly tell people how to contact you?	Yes / No
Is there a price?	Yes / No

Total answering yes (out of 13)
