Lead Form or Landing Page Worksheet

Choose a route, set up a fair test, judge it on real outcomes

Choose A Starting Point

1. **How long is the customer's decision**
   Short decisions often suit a form; considered purchases often suit a page.
2. **Do you have a page ready**
   If not, a form can start while the page is built.
3. **Is your offer in a special ad category**
   Housing, employment and financial offers: read Meta's lead ads notes first.

Set Up The Form Or Page

1. **One qualifying question**
   Ask about the size of the job or the timing, as multiple choice.
2. **Form type**
   Consider the higher intent type if every lead needs a follow-up call.
3. **Tracking on the page**
   Confirm a test submission is recorded before the ads go live.
4. **Who follows up and how fast**
   Name the person and agree when they call or message.

Judge The Results

1. **Leads that answered**
   Count how many you actually reached.
2. **Appointments or quotes booked**
   Compare this, not only the cost per lead.
3. **Work won**
   Ask your team which route brought in the jobs you wanted.

Questions about your own account? Ask your ads team before you change the setup.

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