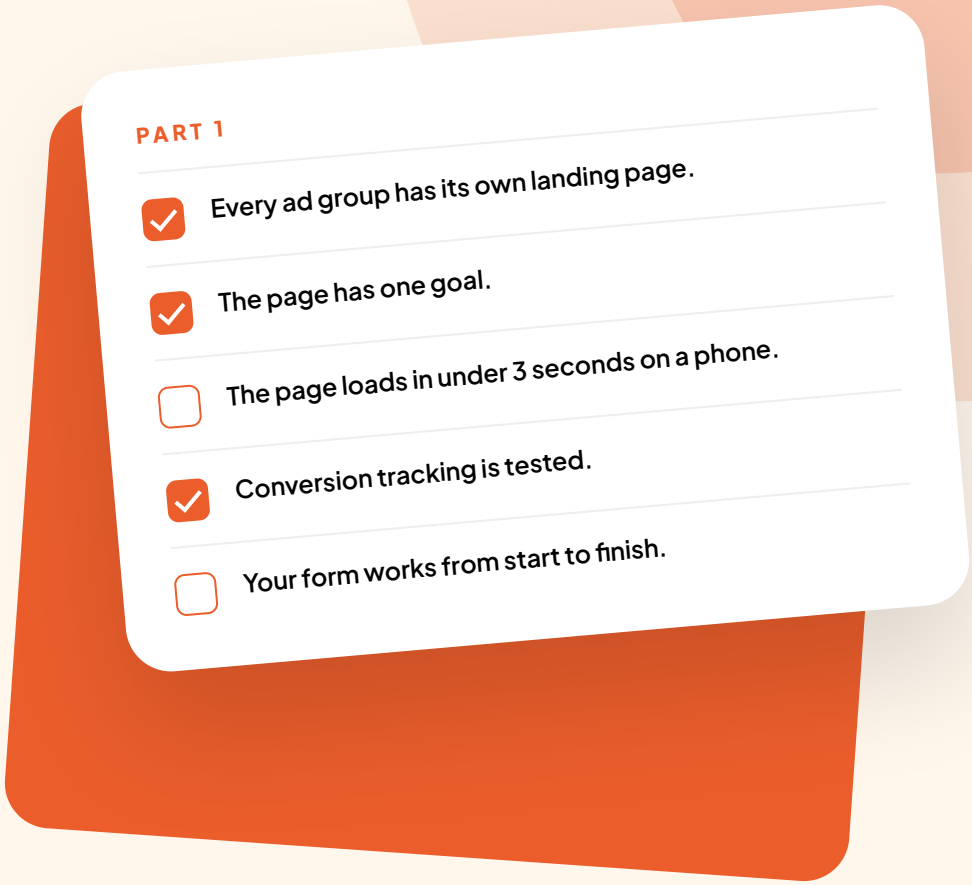
Quokka FOR GOOD



21 Things Your Website Must Fix Before You Spend on Ads

21 checks to run before you put money into Google Ads, Ad Grants, or Meta Ads.

21 things | 4 parts | 1 to 2 minutes each

Ads send people to your website. If the website is not ready, you pay for every visitor who leaves.

This checklist shows you what to fix first. Each check takes 1 to 2 minutes. You do not need special tools. Open your landing page on your laptop and on your phone, and work through the list.

Tick each box that is true for your site today. Be honest. A box you cannot tick is money you may lose.

Who this is for

Nonprofits and mission-driven brands that plan to start, restart, or raise spend on Google Ads, Google Ad Grants, or Meta Ads.

Do this before

You set your first ad budget or raise an existing one. More traffic to a page that is not ready wastes money.

PART 1

The page your ad points to

- [ ] **Every ad group has its own landing page.**
  Do not send all ads to your homepage. Build one page for each offer.
- [ ] **The page headline repeats the promise in the ad.**
  If the ad says "Free website audit," the page headline says it too.
- [ ] **The main button shows without scrolling.**
  Open the page on a phone. The button should be visible on the first screen.
- [ ] **The page has one goal.**
  Remove the menu and extra links. Keep your logo and one main action.
- [ ] **Proof sits near the top.**
  Add a number, a short quote, or a partner logo within one scroll of the main button.
- [ ] **The offer is clear.**
  Say what the visitor gets, what it costs, and what happens after they click.

PART 2

Speed and phone

- [ ] **The page loads in under 3 seconds on a phone.**
  Test it free at PageSpeed Insights. Fix the largest image first.
- [ ] **You tested the page on a real phone.**
  Check that nothing scrolls sideways and that text is easy to read without zoom.
- [ ] **Buttons are easy to tap with a thumb.**
  Make each button at least 44 pixels tall, with space around it.
- [ ] **No pop-up covers the page on a phone.**
  A pop-up that blocks the main content can lower your page quality and your results.
- [ ] **Every ad link opens a live page.**
  Click each ad link. Fix any 404 error or long redirect chain.

PART 3

Forms, payments, and follow-up

- [ ] **Your form asks for 5 fields or fewer.**
  Remove each field you do not use. Every extra field lowers completions.
- [ ] **Your form works from start to finish.**
  Submit a test. Check for a confirmation on screen and an email within 1 minute.
- [ ] **Your donation or checkout page takes 3 steps or fewer.**
  Let people give or buy without making an account. Accept the payment methods your audience uses.
- [ ] **Your phone number works with one tap on a phone.**
  Link the number so a visitor can call you straight from the page.
- [ ] **One named person answers every lead.**
  Set a rule. Each new lead gets a reply within 1 business day.

PART 4

Tracking and trust

- [ ] **Conversion tracking is tested.**
  Make one test donation, sign-up, or purchase. Check that it shows in your ad account and in Google Analytics 4.
- [ ] **Each conversion counts once.**
  Refreshing the thank-you page should not add a second conversion.
- [ ] **Your privacy policy is live and linked in the footer.**
  If your visitors live where the law requires a cookie banner, check that it works.
- [ ] **Your name, address, phone, and email show on your site.**
  Nonprofits should also show their registration number.
- [ ] **Every claim on the page is true and you can prove it.**
  Ad platforms reject pages with misleading claims. Visitors leave pages they do not trust.

Your score

0 to 7

Your website is not ready for ads.

Do not spend yet. Fix Part 1 and Part 4 first.

8 to 14

You can start with a small test budget.

Fix every unticked box in Part 3 and Part 4 in the first 2 weeks.

15 to 21

Your website is ready for ads.

Start small. Check your tracking every week.

Want us to check your website before you spend?

Quokka for Good has managed Google Ad Grants accounts under strict nonprofit rules and helped campaigns generate 2M+ donations. We will review your landing pages and tracking and tell you what to fix first.

Book Your Free Discovery Call