Money Page Audit Checklist

Record the page, then check the eight writing rules. Fill digitally or print.

Page context

URL or draft file	
Review date and version	
Team lead and executor	
Business model and market	
Page type and approved template	
Main subject and relevant qualifier	
Audience and intended action	
Business evidence location	
Query and external evidence location	

Eight rule check

Use Pass, Fix, Blocked or N/A. Explain each Fix, Blocked and N/A on page 4.

1. Main Context First	Does the opening answer the immediate question?	Pending
2. Noun-Verb Connection	Can the reader identify who does what?	Pending
3. Affirmative Structure	Are actual conditions direct and real exclusions clear?	Pending
4. Chronology	Do events happen in the order the page describes?	Pending
5. No Fluff	Does each sentence add useful information?	Pending
6. Clarity Before Selling	Can the reader understand the offer before judging the sales claim?	Pending
7. Brand-Name Weaving	Is it clear which company owns each promise?	Pending
8. Take the Frame, Not the Wording	Do these questions belong on this page, and can we answer them?	Pending

Lead review: purpose and evidence

The lead checks whether the page's decisions and claims are supported.

Pass 1: Context / Pass 2: Structure / Pass 3: Claims

1. Context	**The offer, market, audience, and action match the brief** Inspect: Brief and opening	Pending
1. Context	**Template matches the page type and scope** Inspect: Template and page contract	Pending
2. Structure	**Each major heading owns a distinct question** Inspect: Context Breakdown, QDA, outline	Pending
2. Structure	**Each section uses suitable evidence and receives the facts it needs** Inspect: Section roles and assigned facts	Pending
2. Structure	**Sections follow a useful reading order and process steps follow their prerequisites** Inspect: Outline and process sequence	Pending
3. Claims	**Company claims keep the source's values and conditions** Inspect: Business records	Pending
3. Claims	**General information has a source and does not become a company promise** Inspect: Approved external sources	Pending
3. Claims	**Missing information and contradictions are resolved; real exclusions remain clear** Inspect: Missing-input record and corrections	Pending

Evidence before approval

An industry fact cannot establish a company policy. If a source is missing, record the gap and assign its correction.

Executor review: copy and page

The executor checks whether the words and built page carry out the approved plan.

Pass 4: Answers / Pass 5: Implementation

4. Answers	**Each opening gives the answer its heading asks for** Inspect: Heading, writing instructions, opening	Pending
4. Answers	**The section covers every required answer without repetition** Inspect: Required answers compared with the copy	Pending
4. Answers	**It is clear who does what, who owns each claim, and which conditions apply** Inspect: Sentence review	Pending
5. Implementation	**Heading levels are correct, and lists and tables remain readable** Inspect: Rendered desktop and mobile page	Pending
5. Implementation	**Reviews, images, and other proof belong to the correct business and section** Inspect: Asset records and rendered page	Pending
5. Implementation	**Links and actions perform the promised task** Inspect: Link and form checks	Pending

Write a finding someone can fix

Example: The proposal section omits the exclusions recorded in the business input. Add those exclusions, then compare the revised section with that input.

Recheck the affected copy and built page after the correction.

Findings and release decision

Give each issue an owner. Record the correction and the result of its recheck.

Log every Fix or Blocked item. Explain why a check is N/A. Use another copy of this page if needed.

D-01 Section / owner / status

Finding / evidence / correction / recheck and date

D-02 Section / owner / status

Finding / evidence / correction / recheck and date

D-03 Section / owner / status

Finding / evidence / correction / recheck and date

Release gates

Lead validates purpose, structure and evidence

Executor confirms corrections and page behavior

Final decision: Ready / Needs correction / Blocked

Do not release with an unsupported credential, invented price, misleading proof, unresolved verification marker, or broken primary action.

Leave release pending if the built page has not been checked. This records editorial readiness; it does not predict rankings.