

Webinar Optimization Scorecard

Scorecard Instructions | Use this scorecard to evaluate key components of your webinar system on a scale of 1 (poor) to 5 (excellent).

Identify weak areas and prioritize them for improvement.

Component	Description	Score (1-5)	Notes
Revenue Moment	Clarity of the desired action and messaging.		
Registration Page Promise	Strength and specificity of the headline and subheadline.		
Registration Page Clarity	Quality of audience filter, tension, bullets, and proof.		
Show-Up Sequence	Effectiveness of reminders and live attendance.		
Opening Promise	Impactfulness of the webinar opening.		
Problem Diagnosis	Effectiveness at reframing the problem.		
Belief Shift	Depth of content that moves the audience toward the offer.		
Offer Transition	Smoothness of transition into the CTA.		
CTA Clarity	How obvious and compelling the call to action is.		
Replay Follow-Up	Quality of the follow-up sequence.		
Metrics Review	Depth of insights from analytics and data.		

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