

Corridor landing page conversion checklist

Rate module, proof block, objection handling and the single next step, checked against what actually moves first-send rate on a corridor page.

Use this when	Time to run	Length	Category
Auditing an existing corridor page, or building a new one	90 minutes per page	5 pages	CRO

A corridor page is the highest-intent page on a remittance site and it is usually treated as a content asset rather than as a conversion asset. Someone landing on a send-money-to page has already decided to send. The page's only job is to remove the reasons not to send with you.

Run this against one page. Ninety minutes. Repeat per corridor.

Every rate, fee and speed claim on a corridor page must be substantiated on the page. Requirements for financial promotions vary by market and should be confirmed with a qualified adviser.

1 · Above the fold

- ☐ Corridor named explicitly in the H1, both countries
- ☐ A live rate or a quote module visible without scrolling
 - The highest-intent moment on the page has to have something to act on
- ☐ Total cost shown or one interaction away, not just the headline rate
- ☐ Delivery time stated with an honest range, not a best case
- ☐ Payout methods available on this corridor named
- ☐ One primary action, not three competing buttons
- ☐ Regulatory status visible without hunting for it

A corridor page without a rate module sends its most valuable visitor somewhere else to get a quote. That is the single most common conversion loss on this page type.

2 · The rate and fee module

- ☐ Connected to live pricing, not hard-coded into the copy
- ☐ Amount input defaults to a realistic typical send for this corridor
- ☐ Fee shown separately from the rate
- ☐ Recipient receives amount shown prominently
 - This is the number the sender actually cares about
- ☐ Rate basis and any margin disclosed in plain language
- ☐ Timestamp or refresh indicator on the rate
- ☐ Works on a slow connection and on an older handset

3 · Objection handling

Every corridor page carries the same four objections.

Objection	What answers it	Where
Will it actually arrive	Delivery time, payout partner, tracking	Above the fold and mid-page
Is this legitimate	Regulatory status, licence reference, real address	Header area and footer
Is it really this cheap	Total cost breakdown with fee separated	Rate module
Can my recipient collect it	Payout methods and locations for that corridor	Mid-page, corridor-specific

4 • Proof

- ☐ Proof specific to this corridor, not generic company proof
- ☐ Payout partner or network named where you are permitted to
- ☐ Coverage stated concretely: cities, methods, collection points
- ☐ Any review or rating sourced from a third-party platform
Self-hosted ratings carry little weight and no rich result
- ☐ No fabricated testimonial, ever
- ☐ Every number carries its scope inline

5 • Signup path

- ☐ Path from quote to signup is one step, not a navigation journey
- ☐ Signup form asks only for what is needed to start
- ☐ Verification requirement previewed before the sender begins
Surprise document requests are a major abandonment cause
- ☐ Returning senders recognised and routed to login, not to signup
- ☐ Mobile form keyboard-aware, submit button never obscured
- ☐ App download offered as an alternative, not as a blocker

6 • Technical and content

- ☐ Page loads under 2.5 seconds on a mid-tier mobile connection
- ☐ Rate module does not cause layout shift on load
- ☐ Content answers the corridor question in the first 60 words
- ☐ FAQ block covering fees, limits, documents and delivery
- ☐ Internal links to the send-country hub and one adjacent corridor
- ☐ Fees and limits refreshed on a scheduled cycle
A page quoting last quarter's fee damages trust at the point of decision

7 • Measure

- ☐ Quote-to-signup rate measured for this page specifically
- ☐ Signup-to-first-transfer measured by landing page
- ☐ Compared against your other corridor pages, not against a site average
- ☐ Tested one change at a time where volume allows

Want us to run this for you?

A fixed-fee growth audit covers acquisition, KYC completion, retention and tracking across your corridors. Two weeks, a written roadmap, and you keep it whether or not we work together.
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