BOUNCELINT · PRE-LAUNCH LINT FOR B2B AD & PAGE PAIRS

https://www.freshworks.com/freshservice/it-asset-management/

Audit ID: sample-bouncelint-dossier · Generated: 2026-11-21T17:32:50.081Z

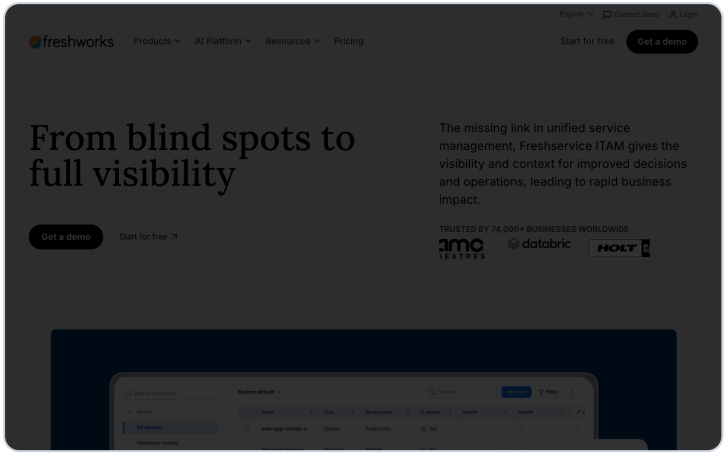
Ad source: Active Google Search text ad by Freshworks Inc. (Creative CR13689049662802100225, US) paired against Freshworks' IT Asset Management page (assumed destination — Google Ads Transparency Center displays only freshworks.com, not the click-through URL). (https://adstransparency.google.com/advertiser/AR03035893441289519105/creative/CR13689049662802100225?format=TEXT&region=US)

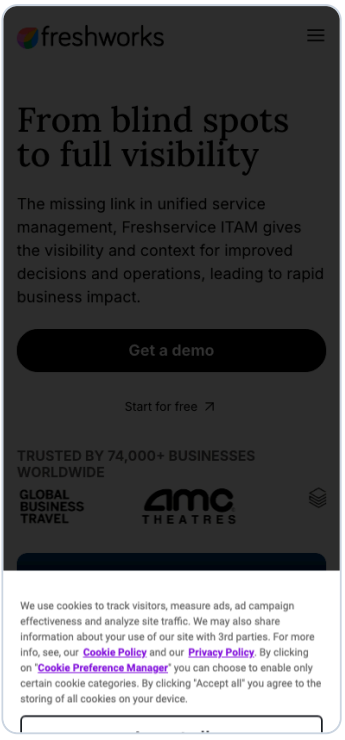
Tested Ad Headline: IT Asset Management | Freshservice | **CTA:** Inferred from ad text

Ad Primary Text: Manage IT assets easily with Freshservice. Track, optimize, and stay organized today! Gain full ITAM control with Freshservice. Try our asset management features now!

OVERALL LINT SCORE	HEADLINE MATCH SCORE	CTA PARITY	DESKTOP LCP
79/100	**56/100**	**ALIGNED**	**900ms**

Summary: Measured 2 failed lint checks and 6 verified passes for https://www.freshworks.com/freshservice/it-asset-management/.





Failed Checks — Actionable Fixes (2)

#1 **Ad promise is missing from the visible hero** HIGH

Measured: 56/100 · **Threshold:** hero message-match score must be at least 60/100

Evidence: Evaluated full above-fold hero block (H1: "From blind spots to full visibility", Subhead: "The missing link in unified service management, Freshservice ITAM gives the visibility and context for improved decisions and operations, le...", Hero CTAs: "Get a demo", "Start for free"); unmatched ad claims: "Manage IT assets easily with Freshservice", "Track, optimize, and stay organized today"; measured hero message-match score 56/100.

Action: Make the visible hero block (H1, lead copy, CTA, or microcopy) state the same offer or outcome as the ad.

#2 **Five or more competing links appear above the fold** MEDIUM

Measured: 11 links · **Threshold:** competing links must be fewer than 5

Evidence: Measured 11 competing links/buttons in the desktop fold.

Action: Reduce competing destinations in the first viewport.

Verified Passes (6)

- **Ad and landing CTA are aligned** — aligned (threshold: parity must equal aligned)
- **Mobile primary CTA is above the fold** — 0px below fold (threshold: below-fold distance must equal 0px)
- **Verified proof appears near the hero** — 65/100 (2 signals) (threshold: proof score must be at least 50/100)
- **Hero form has at most two fields** — 0 fields (threshold: visible hero field count must be at most 2)
- **Primary CTA contrast meets 4.5:1 (WCAG AA)** — 21:1 (threshold: contrast ratio must be at least 4.5:1 (WCAG AA))
- **Largest Contentful Paint is within 1,800ms** — 900ms (threshold: LCP must be at most 1,800ms)

Effort / Impact Fix Matrix

Rank	Check	Action	Effort	Impact	Est. Hours
#1	`headline_promise_match`	Make the visible hero block (H1, lead copy, CTA, or microcopy) state the same offer or outcome as the ad.	low	high	0.5h
#2	`competing_links`	Reduce competing destinations in the first viewport.	medium	medium	2.5h