01 / THE PROMISE GAP

What does your button promise?

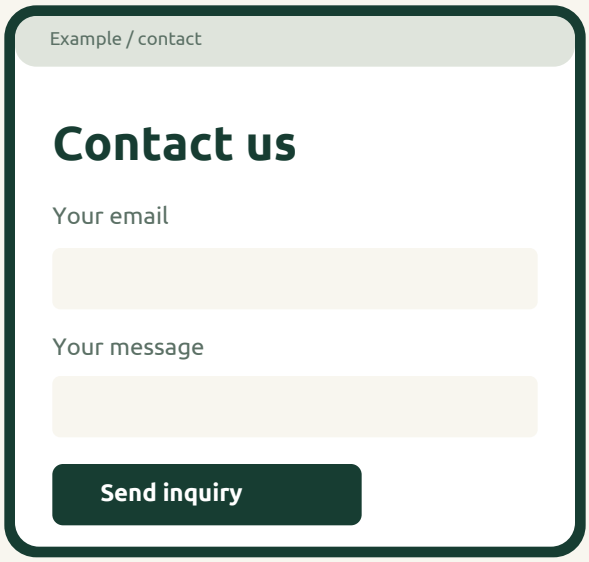
A working link can still set the wrong expectation.

THE BUTTON



1 Promises a PDF download.

THE PAGE IT OPENS



2 Opens a contact page. No PDF is available.

DELIVER THE PROMISED FILE



The PDF downloads.

Link to the actual file.

TRY IT ON YOUR SITE

1 **Read the label**
What does it promise?

2 **Open the next page**
What actually happens?

3 **Compare the two**
Is the promise kept?

One focused check for your own website.