

Landing Page Conversion Audit

ANONYMISED CLIENT SAMPLE · COMPANY DETAILS REMOVED

Executive Summary

The client landing page is visually strong, modern and clearly communicates its core product. The hero imagery, pricing cards and consistent brand treatment make the page easy to understand at a high level.

The main conversion opportunity is not visual design, but clarity, trust and funnel focus. The page presents several competing actions before customers fully understand what they are buying or which journey they should take.

Visitors should be able to answer four questions early: What am I buying and what does it cover? How much will it cost? Is the purchase genuine and recognised? How quickly can I complete it?

The client already has many of the ingredients needed to answer these questions, including visible pricing, instant fulfilment messaging, regulatory reassurance and customer support.

The primary recommendation is to re-prioritise and simplify the content rather than increase page volume. The experience should provide clear product journeys, one prominent primary action, self-service options and stronger trust signals.

Our Assessment

This assessment applies established CRO heuristic principles to the current landing-page experience. It also considers how comparable providers structure similar journeys across the wider market.

The seven principles considered are immediate value proposition, relevance, clarity and focus, trust, friction reduction, appeal and funnel facilitation.

Priority	Rating	Assessment	What needs to change
High	Present Value Proposition Immediately	The headline identifies the product and speed, but does not communicate price, validity or the strongest customer outcome.	Strengthen the hero around valid cover, price and speed. Support it with a starting price, instant fulfilment and regulatory reassurance.
High	Increase Relevance	The page focuses heavily on service features rather than the customer's immediate need and desired outcome.	Explain why customers need the product, what it protects against and what they receive after purchase. Keep this simple and benefit-led.
High	Provide Clarity & Focus	Several purchase labels and payment routes create competing choices before the customer understands the terminology.	Use one dominant acquisition CTA. Introduce payment-method choices later in the purchase journey.
High	Eliminate Friction	Two similar buying routes are presented without explaining which one applies to each customer.	Remove one option or explain the difference using customer language, such as buying with or without an account.
High	Build Trust	Regulatory status is visible but presented as a relatively small badge. Other proof behind the reliability claim is limited.	Make regulation and product validity more prominent. Add independently verifiable proof and measurable service evidence.
High	Product Clarity	The page sells the product without clearly explaining what is and is not included.	Add a concise "What's covered?" section and clearly state important exclusions on every relevant product card.
High	Pricing Visibility	Pricing is clearly presented but appears relatively far down the page despite being a major decision factor.	Test showing a relevant starting price in the hero while retaining full pricing information below.
High	Facilitate the Funnel	Existing-customer actions appear immediately below the acquisition hero and compete with the purchase journey.	Separate new- and existing-customer journeys. Keep purchase dominant and move servicing actions behind a secondary entry point.

Priority	Rating	Assessment	What needs to change
High	Journey Expectation	Customers are not told how long the process takes or what information they need before starting.	Add a simple three-step explanation and tell customers what details or documents they should have ready.
High	Navigation Focus	Customer, agent and administrator destinations receive similar prominence despite different levels of relevance.	Prioritise customer tasks. Move agent and administrator access into a secondary business portal area.
High	Amplify Appeal	Persuasive claims are present but rely mainly on generic adjectives without supporting evidence.	Replace or reinforce generic claims with regulated status, verification, service speed and verified customer metrics.
High	Social Proof	There is little customer or operational evidence demonstrating that the company delivers on its promises.	Introduce verified ratings, customer numbers, fulfilment statistics or service metrics where reliable data is available.
Good	Pricing Cards	Clear categories, visual recognition and prominent pricing make this one of the strongest conversion sections.	Retain the structure. Clarify whether prices are fixed or starting prices to remove uncertainty.
Good	Hero Imagery	The imagery reinforces the product immediately.	Retain it, but ensure it does not push the proposition, price, trust signals or CTA below the fold on mobile.
Good	Benefit Strip	Instant fulfilment and customer-support messages provide useful reassurance.	Retain. Where possible, replace vague claims with measurable service commitments or factual proof.
Low	Footer	The footer provides appropriate corporate information, contact details and legitimacy signals.	Minor optimisation only. Make claims, customer support and verification more prominent than lower-priority content.

Recommended focus: one clear purchase CTA > visible pricing > clear coverage > strong validity reassurance > simple buying steps > secondary customer-service actions.

The next opportunity is turning these recommendations into measurable commercial impact through structured experimentation, robust analytics and behavioural insight. Changes should be introduced with clear hypotheses, measurement frameworks and a prioritised testing roadmap.

Priority Key

Priority	Meaning
High	Likely to have a meaningful impact on conversion, understanding, trust or progression. Prioritise for optimisation or testing.
Good	Performing well and unlikely to reduce conversion. Retain, with only minor refinements where useful.
Low	Acceptable in its current form. Changes may help but are unlikely to materially affect conversion.

Important AI-generated content notice

This audit was generated using AI and should be treated as a starting point. AI output may be incomplete or inaccurate. Review every recommendation against your business, customer evidence, analytics and legal requirements. Where possible, validate material changes through controlled A/B testing before full implementation.