

LANDING PAGE AUDIT

Clarity is the bottleneck, not product depth.

<https://example-protocol.xyz>

DELIVERABLE

Trust path, conversion friction, mobile clarity, and implementation order

THREE HIGHEST-IMPACT FINDINGS

01

The hero explains the mechanism before the outcome

Evidence: The headline opens with protocol terminology. A first-time visitor must decode the product before learning what changes for them.

Ship this: Lead with the user outcome in one sentence, then use the subhead to explain how the protocol produces it.

02

Trust evidence appears after the first commitment point

Evidence: The primary CTA is visible before audits, custody details, named integrations, or a clear explanation of transaction risk.

Ship this: Move one proof strip directly below the hero: audit status, custody model, live integrations, and links to verifiable sources.

03

The CTA describes an action, not the next safe step

Evidence: "Launch app" gives no indication whether a wallet connection, signature, deposit, or network switch follows.

Ship this: Rename the CTA to the immediate low-risk step and add a one-line expectation underneath it.

PRIORITIZED REPORT

PRIORITY 1 - REWRITE THE FIRST SCREEN

The current hero asks visitors to understand the protocol before they understand the benefit. Replace the mechanism-led headline with a plain outcome, keep the supporting sentence under 24 words, and make the primary action describe the next screen.

Suggested structure: outcome-led headline; one sentence explaining the mechanism; primary CTA; one proof strip with audit, custody, and integration evidence.

PRIORITY 2 - MOVE PROOF BEFORE COMMITMENT

Trust information should appear before the first wallet or transaction action. Put the strongest verifiable proof directly below the hero and link every claim to its source. Avoid unsupported superlatives and anonymous partner-logo walls.

PRIORITY 3 - REMOVE MOBILE DECODING COST

On a narrow screen, shorten the hero, keep the first proof item above the fold, and prevent technical labels from wrapping into dense blocks. The visitor should understand the outcome, risk model, and next action without scrolling through product architecture.

IMPLEMENTATION ORDER

Today: rewrite the headline, subhead, and CTA. This week: move the proof strip and add source links. After launch: measure hero-to-primary-action conversion and compare qualified submissions, not raw clicks.