Acme Insights

https://acme-insights.example

GROWTH READINESS SCORE

48 / 100

Critical blockers



EXECUTIVE SUMMARY

Acme Insights has a capable product hidden behind category language and an unguided first session. Three blockers account for most of the lost growth: a headline that does not state an outcome, a hero with four competing actions, and an empty first-run dashboard. All three can be addressed within two sprints, and the first two within days.

Top 3 critical issues

CRITICAL IMPACT

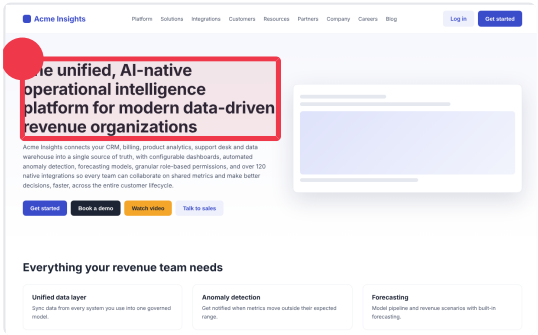
1. Headline describes a category, not an outcome

BUSINESS IMPACT

This is the highest-traffic element on the site. A vague headline suppresses visitor-to-signup conversion on every paid and organic visit and weakens recall in competitive evaluations.

FIX

Lead with the outcome and the buyer in under ten words, for example “Forecast revenue you can defend in the board meeting.” Move “AI-native” and integration claims to the subheading. A/B test two outcome-led variants against the current headline.



Home: above the fold

CRITICAL IMPACT

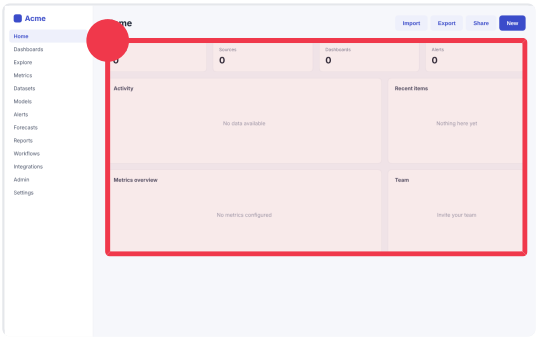
2. First session lands on an empty dashboard

BUSINESS IMPACT

Directly caps trial-to-paid conversion. For a data product, time-to-first-insight is the strongest predictor of conversion and retention.

FIX

Replace the empty home with a three-step setup checklist (connect a source, pick a template dashboard, invite a teammate) with progress, and load a sample dataset so every panel shows a realistic preview until real data arrives.



In-app: first screen after sign-in

CRITICAL IMPACT

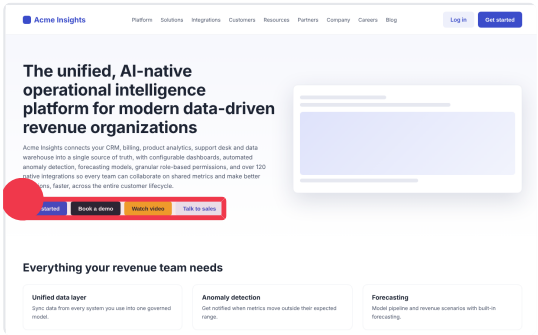
3. Four equal-weight actions compete in the hero

BUSINESS IMPACT

Traffic splits across low-value paths such as the video, reducing the share that reaches trial signup, which is the metric this audit was asked to improve.

FIX

Keep one primary button (“Start free trial”) and one secondary text link (“Book a demo”). Remove “Watch video” from the hero and embed the video lower on the page. Use a single accent color for the primary action site-wide.



Home: above the fold

Detailed findings

ONBOARDING

F3 · First session lands on an empty dashboard

CRITICAL

PROBLEM

After sign-up, new users see four KPI tiles reading 0 and four panels reading “No data available”. There is no checklist, sample data or guidance on connecting the first source.

WHY IT MATTERS

Activation depends on reaching a first meaningful result quickly. An empty state with no next step leaves new users to figure out setup on their own, which is where most trials stall.

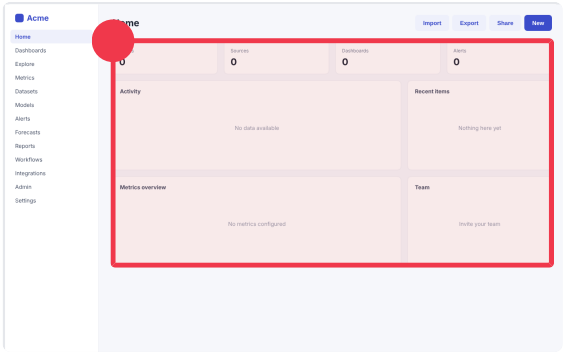
BUSINESS IMPACT

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RECOMMENDED FIX

Replace the empty home with a three-step setup checklist (connect a source, pick a template dashboard, invite a teammate) with progress, and load a sample dataset so every panel shows a realistic preview until real data arrives.

Impact 5/5 · Effort medium



In-app: first screen after sign-in · Every module empty, no next step

F4 · Sign-up form asks for eight fields before any value

HIGH

PROBLEM

The trial form requires first name, last name, work email, phone number, company, job title, company size and password. The submit button is labelled “Submit”.

WHY IT MATTERS

Completion rates fall sharply after three or four fields, and phone number is the field most associated with abandonment because it signals a sales call.

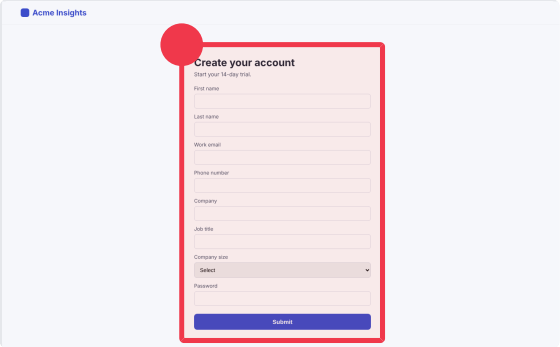
BUSINESS IMPACT

Direct loss of trial starts at the highest-intent moment in the funnel.

RECOMMENDED FIX

Reduce to work email and password, or Google sign-in. Collect role and company size inside the product after the first dashboard loads. Rename the button to “Start 14-day trial”.

Impact 4/5 · Effort low



Sign up · 8 required fields

DASHBOARD

F9 · Thirteen navigation items before the first insight

HIGH

PROBLEM

The app sidebar lists 13 destinations, including Datasets, Models, Workflows and Admin, all at the same level as Home.

WHY IT MATTERS

New users cannot tell which areas matter now and which are for later. Equal weighting increases the time to find the core workflow.

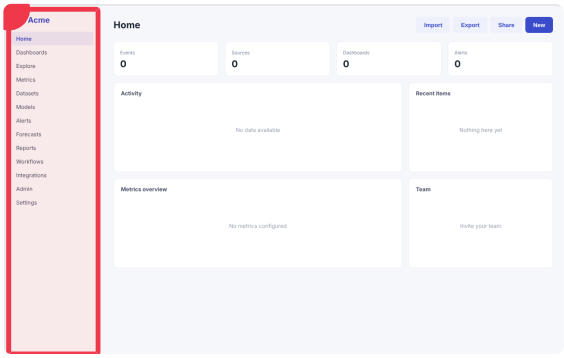
BUSINESS IMPACT

Slower activation and lower adoption of the features that drive retention.

RECOMMENDED FIX

Group navigation into Analyze (Dashboards, Explore, Alerts), Build (Metrics, Datasets, Models) and Admin. Collapse the Build and Admin groups for new accounts.

Impact 4/5 · Effort medium



In-app: first screen after sign-in · 13 equal-weight items

F10 · Toolbar offers four actions with no clear primary

MEDIUM

PROBLEM

Import, Export, Share and New sit together on the home screen. On an empty account, Export and Share do nothing useful.

WHY IT MATTERS

Irrelevant actions add noise and imply the product is complex before the user has done anything.

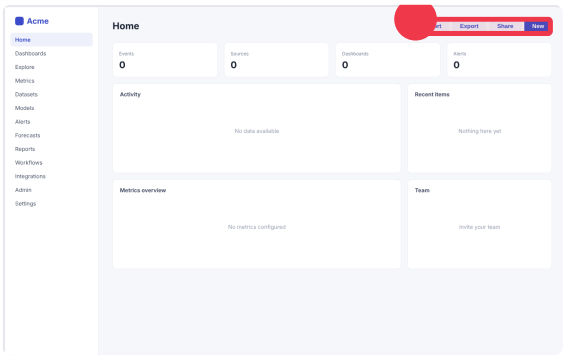
BUSINESS IMPACT

Adds friction to the first session and reduces perceived ease of use.

RECOMMENDED FIX

On empty accounts show only “Connect a data source”. Reveal Export and Share once a dashboard exists.

Impact 3/5 · Effort low



In-app: first screen after sign-in · Irrelevant actions when empty

CORE FLOW

F2 · Four equal-weight actions compete in the hero

CRITICAL

PROBLEM

“Get started”, “Book a demo”, “Watch video” and “Talk to sales” sit side by side with four different colors. The header adds a fifth “Get started”. No action is clearly primary.

WHY IT MATTERS

When every option looks equally important, visitors hesitate or pick the least committal one. Choice overload is the most common cause of hero-section drop-off.

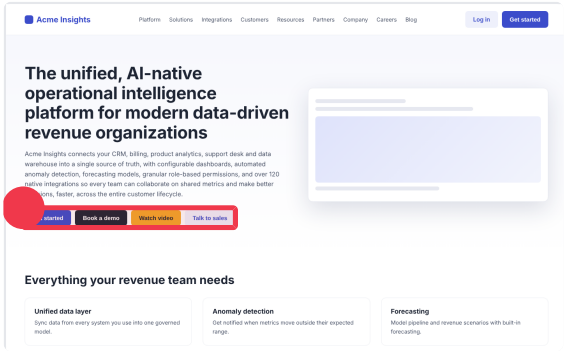
BUSINESS IMPACT

Traffic splits across low-value paths such as the video, reducing the share that reaches trial signup, which is the metric this audit was asked to improve.

RECOMMENDED FIX

Keep one primary button (“Start free trial”) and one secondary text link (“Book a demo”). Remove “Watch video” from the hero and embed the video lower on the page. Use a single accent color for the primary action site-wide.

Impact 5/5 · Effort low



Home: above the fold · 4 competing calls to action

F8 · Primary action falls below the fold on mobile

HIGH

PROBLEM

On a 390px screen the four-line headline fills the first view. Visitors must scroll past the full subheading before reaching any button.

WHY IT MATTERS

A large share of first visits from social, email and ads happen on mobile, and intent drops with every scroll required.

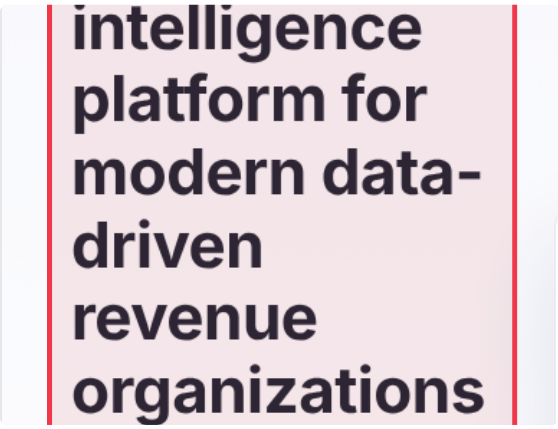
BUSINESS IMPACT

Lower mobile conversion drags down blended acquisition efficiency.

RECOMMENDED FIX

Shorten the mobile headline, hide the long subheading below 640px, and add a sticky bottom bar with the single primary action.

Impact 4/5 · Effort low



Mobile: above the fold · No action in first view

MESSAGING

F1 · Headline describes a category, not an outcome

CRITICAL

PROBLEM

The hero headline “The unified, AI-native operational intelligence platform for modern data-driven revenue organizations” is 13 words of category language. It never says what a revenue leader gets, or how fast.

WHY IT MATTERS

Visitors decide in seconds whether a page is relevant. Abstract category terms force them to translate the claim into value themselves, and most leave before they do.

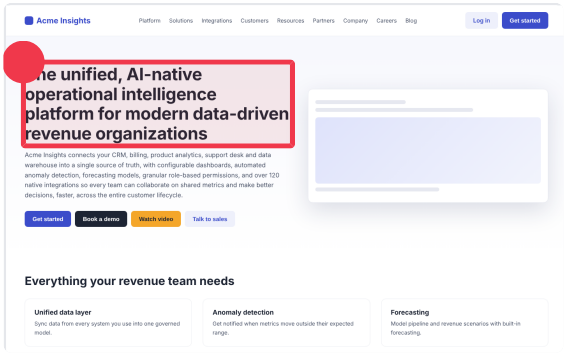
BUSINESS IMPACT

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RECOMMENDED FIX

Lead with the outcome and the buyer in under ten words, for example “Forecast revenue you can defend in the board meeting.” Move “AI-native” and integration claims to the subheading. A/B test two outcome-led variants against the current headline.

Impact 5/5 · Effort low



Home: above the fold · 13-word category headline

F11 · Feature section lists capabilities, not results

MEDIUM

PROBLEM

Cards such as “Unified data layer” and “Permissions” describe what the product has. None states what a revenue leader achieves with it.

WHY IT MATTERS

Buyers compare outcomes. Feature lists look interchangeable with every competitor in the category.

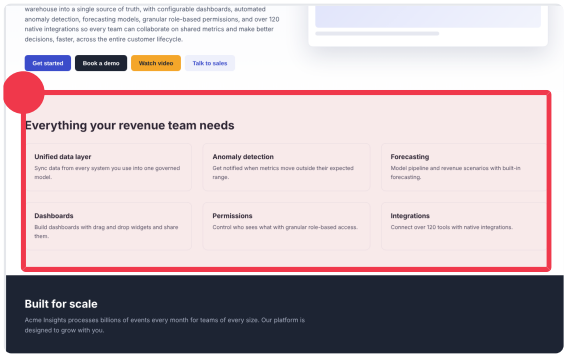
BUSINESS IMPACT

Weaker differentiation and more price pressure in competitive deals.

RECOMMENDED FIX

Rewrite each card as a result with a number where possible, for example “Catch pipeline risk two weeks earlier” instead of “Anomaly detection”.

Impact 3/5 · Effort low



Home: features section · Features without outcomes

F6 · Hero copy is too dense to scan

MEDIUM

PROBLEM

The subheading is a 60-word single sentence listing six capabilities and an integration count.

WHY IT MATTERS

Dense hero copy raises cognitive load and dilutes the one message that should land. Executives and mobile visitors skim, they do not read.

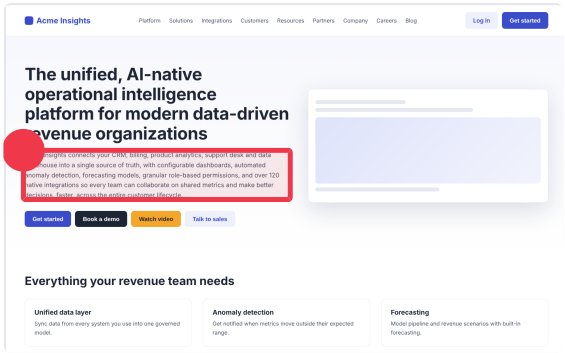
BUSINESS IMPACT

Lower message recall and lower engagement with the primary action.

RECOMMENDED FIX

Cut the subheading to one sentence of under 20 words that supports the headline outcome. Move the capability list into the features section.

Impact 3/5 · Effort low



Home: above the fold · 60-word subheading

F7 · Navigation exposes nine top-level choices and no pricing

MEDIUM

PROBLEM

The header lists Platform, Solutions, Integrations, Customers, Resources, Partners, Company, Careers and Blog. Pricing is not linked.

WHY IT MATTERS

Long navigation pulls attention from the conversion path, and hiding pricing pushes self-qualifying buyers to leave and compare elsewhere.

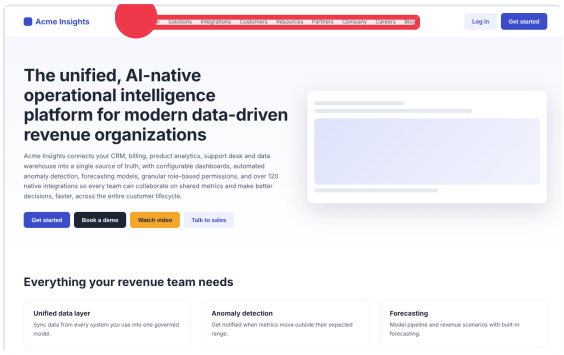
BUSINESS IMPACT

More drift into low-intent pages, fewer self-serve trials, and more unqualified demo requests.

RECOMMENDED FIX

Reduce to Product, Customers, Pricing and Resources. Move Partners, Company, Careers and Blog into the footer. Show at least the starting price or plan structure.

Impact 3/5 · Effort low



Home: above the fold · 9 links, no Pricing

STRATEGIC RISKS

F5 · No customer proof anywhere on the page

HIGH

PROBLEM

There are no customer logos, testimonials, case studies or usage numbers. The only proof is the unsupported claim “processes billions of events every month”.

WHY IT MATTERS

For a buyer evaluating a system that will hold revenue data, evidence from similar companies is the strongest de-risking signal available.

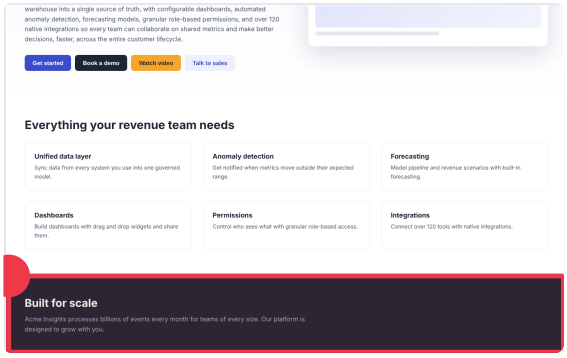
BUSINESS IMPACT

Lengthens sales cycles, lowers demo-to-close rates, and reads as weak traction to investors reviewing the product.

RECOMMENDED FIX

Add a logo strip directly below the hero and one quantified customer outcome (metric, name, role, company) next to the primary call to action. Turn the “Built for scale” band into a proof section with real numbers.

Impact 4/5 · Effort low



Home: features section · Claim with no evidence

F12 · Security posture is invisible for a data platform

MEDIUM

PROBLEM

A product that connects CRM, billing and warehouse data shows no mention of security, compliance or data handling.

WHY IT MATTERS

Security review is a mandatory step for this category of purchase. Missing information delays deals at procurement.

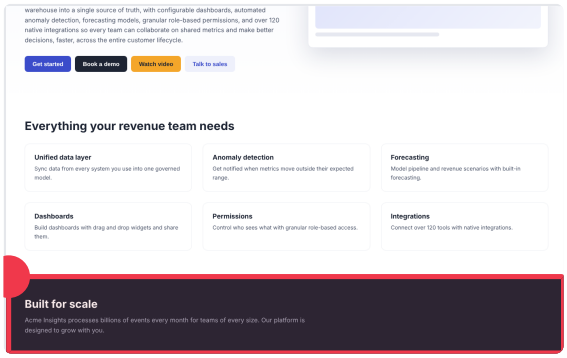
BUSINESS IMPACT

Longer enterprise sales cycles and avoidable losses at the security review stage.

RECOMMENDED FIX

Add a security band with compliance status, encryption and data residency, linking to a dedicated trust page.

Impact 3/5 · Effort low



Home: features section · No trust or compliance signals

AI & SEARCH VISIBILITY

74 / 100

https://acme-insights.example · 10 pages crawled · 9 of 32 checks passed · robots.txt found · sitemap found · llms.txt missing

Crawlability & indexing	92
AI search access	46
Titles, descriptions & sharing	75
Structured data	82
Content structure	74
Speed & page weight	73

CRAWLER ACCESS

ClaudeBot	Claude	Allowed
GPTBot	ChatGPT	Blocked
OAI-SearchBot	ChatGPT search	Allowed
PerplexityBot	Perplexity	Allowed
Google-Extended	Gemini	Allowed
CCBot	Common Crawl	Blocked
Googlebot	Google Search	Allowed
Bingbot	Bing	Allowed

Visibility issues

AI crawlers allowed

GEO · HIGH

robots.txt blocks GPTBot (ChatGPT), CCBot (Common Crawl). These assistants cannot read the site, so it is less likely to be cited or recommended in their answers.

FIX

Unless blocking is a deliberate policy, replace the blocking groups in robots.txt with an explicit allow for each crawler, e.g. "User-agent: GPTBot / User-agent: CCBot / Allow: / / Disallow: /app/" (keep private app paths disallowed). Re-test with each vendor's robots checker, then watch server logs for the crawlers returning within a few days.

Fast page response

SEO · HIGH

2 of 10 pages took over 2.5s to deliver HTML (slowest /blog/revenue-forecasting-guide: 5.4s).

FIX

Cache HTML at the edge (CDN), reduce server work per request and pre-render marketing pages statically.

Meta description present

SEO · MEDIUM

5 of 10 pages have no meta description, including the home page. Search engines and AI previews fall back to arbitrary page text.

FIX

Add a 70-160 character meta description to each page that states who it is for and the outcome it delivers.

Image alt text

SEO · MEDIUM

14 of 38 images (37%) have no alt attribute, so search engines, AI models and screen readers cannot interpret them.

FIX

Add descriptive alt text to meaningful images (product screenshots, diagrams, logos) and alt="" to purely decorative ones.

Pages open to indexing

SEO · WARNING · MEDIUM

1 page of 10 carries noindex (meta robots or X-Robots-Tag): the security page, likely left over from staging.

FIX

Remove noindex from pages you want found in search and AI answers. Keep it only on private, duplicate or thank-you pages.

Unique page titles

SEO · WARNING · MEDIUM

2 pages share 1 title, e.g. "Acme Insights Blog" on 2 pages. Every blog article inherits the blog index title.

FIX

Write a distinct title for each page so search engines and AI assistants can tell them apart.

Structured data (JSON-LD)

GEO · WARNING · MEDIUM

The home page has no JSON-LD, although 1 of 10 other pages does (an Article on the blog).

FIX

Add a <script type="application/ld+json"> block to the home page with an @graph of: Organization (name, url, logo, sameAs), WebSite (name, url) and SoftwareApplication (name, applicationCategory "BusinessApplication", operatingSystem "Web", offers with price and priceCurrency, aggregateRating if you have reviews). Validate with Google's Rich Results Test and the Schema.org validator.

Organization or product schema

SEO · WARNING · MEDIUM

No Organization, WebSite, Product or SoftwareApplication schema found. AI answers and knowledge panels rely on these to identify the company and its product.

FIX

Add Organization (name, logo, sameAs social profiles) and WebSite schema site-wide, plus SoftwareApplication or Product schema on product and pricing pages.

One H1 per page

SEO · WARNING · MEDIUM

2 of 10 pages do not have exactly one H1 (/signup: 0, /features: 2).

FIX

Use exactly one H1 per page that states the page's main topic; demote other headings to H2.

Substantial page content

SEO · WARNING · MEDIUM

2 of 10 pages have under 250 words of visible text (/signup: 64, /security: 180). Thin pages give search engines and AI assistants little to quote.

FIX

Expand key pages with specific, answer-style copy: who it is for, the problem, how it works, proof and FAQs.

Brand entity defined

GEO · WARNING · MEDIUM

No Organization schema, so AI assistants cannot reliably tie the site to the company, its logo and its profiles elsewhere.

FIX

Add site-wide Organization JSON-LD with "name", "url", "logo" (absolute URL to a square PNG), "description" and "sameAs" listing LinkedIn, Crunchbase, G2, GitHub and X profile URLs. Use the exact same company name everywhere.

Question-and-answer content

GEO · WARNING · MEDIUM

None of the 10 pages have question-style headings or FAQPage schema. AI assistants answer user questions; pages that mirror those questions are the ones they quote.

FIX

Add an FAQ section to the home, pricing and product pages with 5-8 real buyer questions as H2/H3 headings ("How long does setup take?", "How is pricing calculated?") and 40-60 word direct answers, and mark it up with FAQPage JSON-LD.

Answer-ready summary

GEO · WARNING · MEDIUM

The first paragraph on the home page is 58 words of capability list: "Acme Insights connects your CRM, billing, product analytics, support desk and data warehouse…". It never says what the product is or who it is for, so assistants have no definition to quote.

FIX

Directly under the H1, add a 40-80 word paragraph that reads as a definition: "Acme Insights is a revenue analytics platform for B2B SaaS revenue teams that forecasts pipeline and flags risk two weeks earlier. It connects CRM, billing and product data in minutes, and is used by <proof>." Assistants lift this kind of sentence verbatim.

Author and publisher signals

GEO · WARNING · MEDIUM

2 of 3 blog, docs or guide pages name no author or publisher (no byline, meta author or JSON-LD author). Only the forecasting guide has Article schema with an author.

FIX

Show a byline with the author's name, role and a link to their profile page, and add Article JSON-LD with "author" (Person with name, url, sameAs LinkedIn) and "publisher" (your Organization). Expertise signals make content more likely to be cited.

Citable facts and numbers

GEO · WARNING · MEDIUM

6 of 10 pages state fewer than two concrete numbers (percentages, prices, customer counts, time saved); the home page has 1 ("120 native integrations"). "Billions of events" is not a verifiable figure.

FIX

Add 3-5 sourced facts per key page: customer count, a quantified customer result ("cut forecast error by 32% at Northwind"), setup time, number of integrations and starting price. Put each in its own short sentence so it can be quoted on its own.

Canonical URLs

SEO · WARNING · LOW

3 of 10 pages have no canonical tag.

FIX

Add <link rel="canonical" href="..."> with the page's own absolute URL to every page to consolidate duplicate URLs.

llms.txt

GEO · WARNING · LOW

No /llms.txt. This emerging convention gives AI assistants a curated summary of the product and links to the most important pages.

FIX

Publish /llms.txt as Markdown: "# Acme Insights" on the first line, a "> one-sentence summary of what it is and who it is for", a short paragraph on key facts (category, pricing model, integrations), then "## Product", "## Pricing", "## Docs" and "## Customers" sections, each a list of "- [Page title](absolute URL): one-line description". Keep it under 100 lines and update it with each launch.

Title length (30-60 characters)

SEO · WARNING · LOW

7 of 10 titles are outside 30-60 characters: "Pricing | Acme Insights" (23), "Sign up | Acme Insights" (23), "Acme Insights Blog" (18).

FIX

Rewrite titles to 30-60 characters: the page's specific topic or outcome first, then the brand name.

Description length (70-160 characters)

SEO · WARNING · LOW

1 of 5 descriptions is outside 70-160 characters.

FIX

Keep descriptions between 70 and 160 characters so they are not truncated or padded in results.

Open Graph sharing tags

SEO · WARNING · LOW

6 of 10 pages are missing og:title or og:image, so links shared in Slack, LinkedIn or chat assistants show no preview.

FIX

Add og:title, og:description and a 1200x630 og:image to every page (and twitter:card).

Freshness signals

GEO · WARNING · LOW

Only 2 of 10 pages expose a published or modified date (JSON-LD dateModified, article:modified_time, <time> or a Last-Modified header). Answer engines favour content they can tell is current.

FIX

Add "datePublished" and "dateModified" to each page's JSON-LD, show "Updated <month year>" on docs and articles, and send an accurate Last-Modified header from the server or CDN.

Logical heading outline

GEO · WARNING · LOW

2 of 10 pages skip heading levels or have long copy with no H2 sections (/features, /security).

FIX

Structure each page as H1 (page topic), H2 per section phrased as the question or benefit it covers, and H3 for details, without skipping levels. AI systems split pages into passages along these headings.

Lean HTML

SEO · WARNING · LOW

1 of 10 pages exceeds 500 KB of HTML (largest 627 KB). Crawlers may truncate very large documents.

FIX

Move inline data, SVG sprites and scripts out of the HTML and lazy-load below-the-fold content.

Prioritized action plan

High impact / Low effort

Do first

F1	Headline describes a category, not an outcome	Impact 5/5 · low effort
F2	Four equal-weight actions compete in the hero	Impact 5/5 · low effort
F4	Sign-up form asks for eight fields before any value	Impact 4/5 · low effort
F5	No customer proof anywhere on the page	Impact 4/5 · low effort
F8	Primary action falls below the fold on mobile	Impact 4/5 · low effort

High impact / High effort

Plan into the roadmap

F3	First session lands on an empty dashboard	Impact 5/5 · medium effort
F9	Thirteen navigation items before the first insight	Impact 4/5 · medium effort

Quick wins

Batch into the next sprint

F6	Hero copy is too dense to scan	Impact 3/5 · low effort
F7	Navigation exposes nine top-level choices and no pricing	Impact 3/5 · low effort
F10	Toolbar offers four actions with no clear primary	Impact 3/5 · low effort
F11	Feature section lists capabilities, not results	Impact 3/5 · low effort
F12	Security posture is invisible for a data platform	Impact 3/5 · low effort