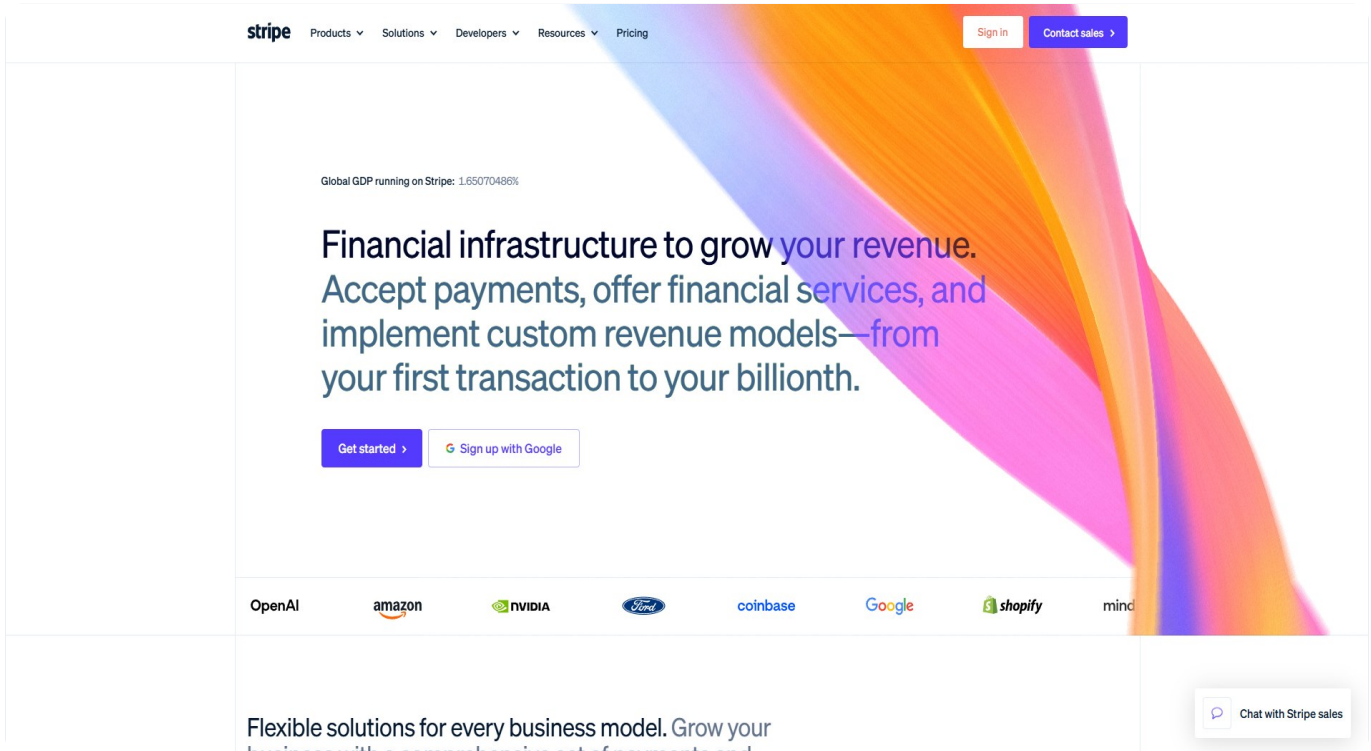




OVERALL SCORE 78 /100	AUDIT GRADE Good Conversion readiness	PRIORITY ISSUES 3 critical/high	QUICK WINS 3 low effort
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Analyzed Homepage

VISITOR READ
trustworthy and professional

5-SECOND IMPRESSION
"Stripe provides financial infrastructure to help businesses grow revenue."

PRIORITY ISSUES

Critical and high-impact problems to address first

- 1** **Headline lacks immediate value differentiation.** [High]
First Impression (5-Second Test)
- 2** **CTA text is not action-driven enough.** [High]
Call-to-Action (CTA)
- 3** **Value proposition is not distinctly articulated.** [High]
Value Proposition Clarity

QUICK WINS

Low-effort fixes likely to improve clarity or conversion

- 1** **Slightly low contrast between text and background.** Color & Accessibility
Ensure all text meets contrast standards.
- 2** **Font size could be slightly increased for readability.** Typography
Adjust font size minimum to 16px.
- 3** **Navigation links could be more spaced out.** Navigation & UX
Increase spacing between navigation links.

ONE THING TO FIX TODAY

Enhance Primary Call-to-Action Clarity

The 'Get started' button could benefit from more actionable language that clearly outlines the next steps or benefit. Rewording could improve click-through rates.

Could increase conversions by 20-35%

RECOMMENDED HERO REWRITE

CURRENT PROBLEM

The current hero section communicates the core service but lacks a punchy, action-driven headline and CTA.

SUGGESTED HEADLINE

Accelerate Your Revenue Growth with Stripe

Transform your transactions into accelerated growth effortlessly.

Start Building Your Financial Solution

Contact Us for More Info

Increase button size and contrast for clear visibility; ensure spacing allows for immediate readability.

READY-TO-USE COPY SUGGESTIONS

1

Primary CTA

The CTA 'Get started' is too generic.

Start Accepting Payments

This is more specific and tells the user exactly what action they are initiating.

2

Headline

Lacks a strong value proposition.

Empower Your Business with Stripe's Financial Solutions

This headline clearly communicates the benefit to the user.

3

Subheadline

The subheadline is wordy and less cohesive.

Streamline Payments and Financial Services Effortlessly

It maintains clarity and focuses on benefits while being more concise.

4

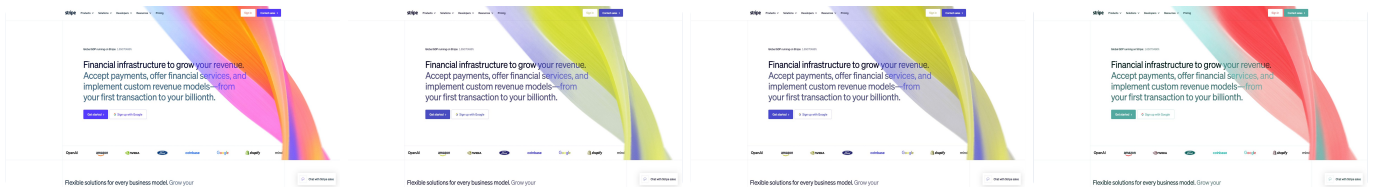
Trust section

Customer logos are not accompanied by testimonials or user count.

Join over millions of satisfied customers worldwide

Augments trust by implying a larger, satisfied user base.

COLOR BLINDNESS PREVIEW



Normal Vision

What you see

Deuteranopia

~6% of men

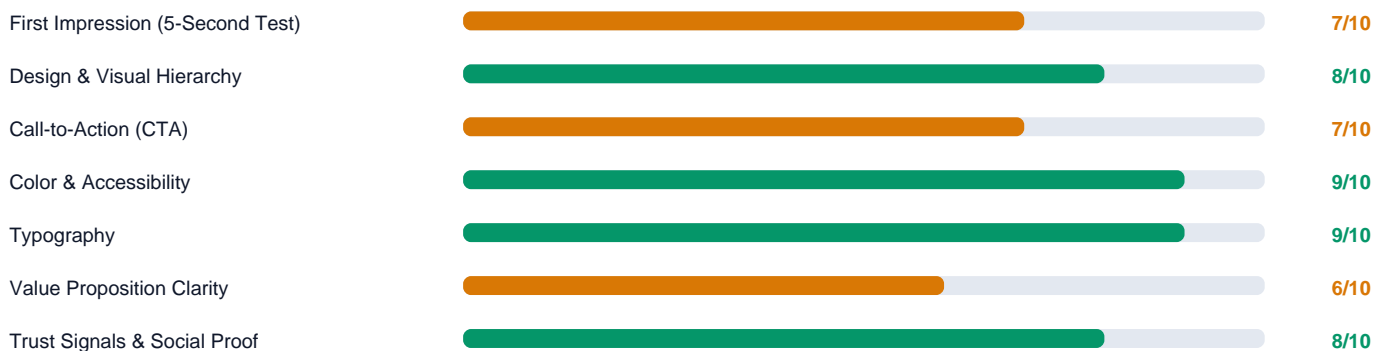
Protanopia

~2% of men

Tritanopia

<1%

CATEGORY SCORES



Mobile Responsiveness Hints		8/10
Cognitive Load		8/10
Navigation & UX		9/10
Imagery & Media		7/10
Brand Personality & Tone		8/10
Emotional Response & First Impression Score		8/10

DETAILED RECOMMENDATIONS

● First Impression (5-Second Test) 7/10

[HIGH] **Headline lacks immediate value differentiation.**

Users may not immediately understand the unique benefit.

Fix: Clarify the unique value proposition in the headline.

[MEDIUM] **Subheadline is lengthy and less focused.**

Users may be deterred by dense text.

Fix: Condense subheadline to a more powerful statement.

● Design & Visual Hierarchy 8/10

[MEDIUM] **Hero section visual elements may distract from text.**

Distracting elements can lead to a higher bounce rate.

Fix: Adjust contrast and clarity of background visuals.

● Call-to-Action (CTA) 7/10

[HIGH] **CTA text is not action-driven enough.**

Users need clear guidance to convert.

Fix: Use more direct, benefit-driven CTA language.

[MEDIUM] **Secondary CTAs are not prominent.**

Users might miss alternative actions.

Fix: Enhance visibility of secondary CTAs.

● Color & Accessibility 9/10

[LOW] Slightly low contrast between text and background.

Could hinder readability for all users.

Fix: Ensure all text meets contrast standards.

● **Typography**

9/10

[LOW] Font size could be slightly increased for readability.

Improved readability enhances user experience.

Fix: Adjust font size minimum to 16px.

● **Value Proposition Clarity**

6/10

[HIGH] Value proposition is not distinctly articulated.

May not be immediately compelling to new users.

Fix: Reframe headline and subheadline to clarify unique benefits.

● **Trust Signals & Social Proof**

8/10

[MEDIUM] Lack of testimonials or user counts.

Testimonials can significantly boost credibility.

Fix: Add short testimonials from major clients.

● **Mobile Responsiveness Hints**

8/10

[MEDIUM] No clear indicator of mobile responsiveness.

Critical for user experience on smartphones.

Fix: Ensure design elements are scalable on mobile.

● **Cognitive Load**

8/10

[MEDIUM] Above-fold information is dense.

High cognitive load can deter user retention.

Fix: Simplify text or space out information for clarity.

● **Navigation & UX**

9/10

[LOW] Navigation links could be more spaced out.

Crowded navigation can lead to user frustration.

Fix: Increase spacing between navigation links.

Imagery & Media

7/10

[MEDIUM] Hero image may be too abstract.

Image should support the messaging clearly.

Fix: Use an image that better represents the service provided.

Brand Personality & Tone

8/10

[MEDIUM] Tone is professional but could be more dynamic.

A dynamic tone can increase engagement.

Fix: Incorporate more lively and relatable language.

Emotional Response & First Impression Score

8/10

[MEDIUM] Initial feeling is professional but lacks excitement.

A strong first impression can lead to higher user engagement.

Fix: Enhance emotional appeal with vibrant imagery and active copy.