YetiCritic

**76/100**

Overall score

# Sales page critique

7 Sep 2026 20:01 · Full PDF · gpt-5.6-luna

## This is a strong, well-structured three-page sales journey: problem, product proof, process, scope, privacy, pricing, FAQ, and final CTA are all present. Visual hierarchy and CTA placement are above average, and the self-critique is a distinctive proof device. Conversion is held back mainly by limited independent proof, an abstract deliverable, and pricing/data-handling questions that are acknowledged but not fully resolved at the point of purchase.

A polished, credible-looking sales page with a clear low-cost offer and strong visual consistency. The core value proposition is understandable quickly, and the page becomes more persuasive as it explains the workflow, deliverable, privacy, and purchase mechanics.

**Biggest problem**

Trust and purchase reassurance lag behind the design quality. The page openly says there are no customer testimonials, while the product proof is largely self-generated; important pricing, renewal, file-handling, and deliverable details are distributed across the page rather than resolved immediately at the buying moment.

## Score breakdown

| Clarity | Visual hierarchy | Trust | CTA | Conversion potential |
|---|---|---|---|---|
| 84 | 86 | 68 | 82 | 73 |

# What is working

✓ The headline frames a recognizable pre-publish anxiety and the subheadline clearly explains the product's role.

✓ The primary CTA is prominent above the fold and repeated at sensible points later.

✓ The offer is unusually concrete: $9.97, 12 months, 25 checks per month, no rollover, and one PDF per check.

✓ The page demonstrates product behavior by showing a critique of its own sales page, which is relevant proof rather than generic claims.

# What I would change

**1. Make the paid outcome tangible**
The page explains the categories and scores, but buyers see limited evidence of the actual report they receive.
**Do this:** Show a larger, legible sample report or a short annotated excerpt, including the recommendations and suggested headline/CTA promised in the offer.

**2. Resolve pricing and renewal ambiguity at the CTA**
The page alternates between "$9.97 for 12 months," "annual access," and renewal language. A buyer should not need to infer whether this is a one-time payment or recurring plan.
**Do this:** Place one plain-language sentence directly under every purchase CTA stating payment frequency, renewal status, cancellation terms, and exactly what happens after 12 months.

**3. Strengthen privacy and upload reassurance**
The security section is useful, but sensitive uploaded marketing assets remain a likely objection, and terms such as "OpenAI storage disabled" may not be immediately meaningful.
**Do this:** Add a concise data-handling summary beside the offer: who can access files, how long files are retained, whether files are used for training, and how deletion works—only where accurate.

**4. Add a stronger objection-handling layer**
The FAQ exists, but most questions are collapsed and the page lacks visible answers to key objections such as report quality, turnaround time, supported file limits, refunds, and what happens if the critique is unhelpful.
**Do this:** Expand the highest-impact answers near the pricing block and link to the full FAQ or support path.

**5. Reduce repetition and improve the final decision moment**
The "check" workflow and broad supported-asset lists repeat the same promise, while the final CTA has less concrete value detail than the pricing block.

> **Do this:** Trim repeated explanatory sections and use the saved space for a final recap: what arrives, when it arrives, file/privacy treatment, price, and purchase terms.

**Suggested headline**

Get a structured second opinion before you send traffic to your page.

**Suggested CTA**

Run My First Pre-Publish Check — $9.97 for 12 Months

**Your quickest win**

Add a single, highly legible sample of the actual critique report directly beneath the first CTA, followed by one unambiguous sentence explaining whether the $9.97 payment renews.

Source asset: multi-page PDF. AI critique is advisory; use your own judgement before publishing changes.