YetiCritic

Sales page critique

74/100

Overall score

7 Sep 2026 19:49 · Full PDF · gpt-5.6-luna

This is a visually strong, coherent sales page with good scanning structure and a compelling low-price entry point. The journey explains the product well, but conversion confidence is limited by sparse proof, unclear recurring-access language, and insufficient visible answers to purchase and data-handling objections. Add concrete evidence and pricing/risk clarity, then make the final CTA recap the immediate value.

A polished, credible-looking sales page with a clear low-cost offer and strong visual consistency. The core promise is understandable quickly, but the page feels more like a well-presented product overview than a fully persuasive buying journey.

Biggest problem

Trust and risk reduction are underdeveloped. The page explains what the check does, but provides little concrete evidence that the analysis is useful, accurate, secure, or worth purchasing beyond illustrative UI and repeated claims.

Score breakdown

Clarity	Visual hierarchy	Trust	CTA	Conversion potential
82	84	59	78	68

What is working

✓ The above-the-fold section clearly frames the problem, audience action, product category, price, and primary CTA.

✓ The offer flow is logical: problem, example findings, process, use cases, deliverables, pricing, FAQ, and final CTA.

✓ Strong visual hierarchy, consistent navy/teal palette, readable cards, and clear section separation support scanning.

✓ The product scope is concrete: PDF upload, one check, prioritized feedback, and coverage across several marketing assets and page lengths.

What I would change

1. Add real proof
Illustrative review screens demonstrate the concept but do not validate the outcome.
Do this: Add a customer testimonial, anonymized before/after example, sample report excerpt, or clearly labeled founder/product credibility section. Keep any performance claims substantiated.

2. Resolve purchase-risk questions near the offer
The pricing block appears before key reassurance details, while several FAQ answers are collapsed or not visible in the asset.
Do this: State plainly near each pricing CTA what happens after purchase, whether access renews, how payment is handled, refund/cancellation terms if applicable, and what data happens to uploaded files.

3. Make the recurring model unmistakable
“Annual access,” “$9.97/year,” and “25 checks every month” can create momentary uncertainty about billing and allocation.
Do this: Use one explicit line such as “Pay $9.97 for 12 months of access; receive 25 checks each month; unused checks reset monthly,” if accurate.

4. Strengthen the final conversion moment
The closing CTA repeats the action but offers little new motivation or urgency, and the final section is visually isolated from reassurance.
Do this: Pair the final CTA with a concise recap of who it is for, what the buyer receives immediately, and a low-friction reassurance. Avoid artificial urgency unless a real deadline exists.

5. Reduce repetition and improve proof-to-offer continuity
The page repeats the pre-publish/check-before-traffic idea several times while spending relatively little space on tangible output quality.
Do this: Trim one or two repeated positioning blocks and use that space for a sample deliverable, workflow screenshot, turnaround expectation, or concrete example of prioritized feedback.

Suggested headline

Get a prioritized second opinion on your marketing before you publish it.

Suggested CTA

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

Your quickest win

Clarify the billing/check allowance directly beside the first CTA and add one visible sample report or customer proof element before the pricing section.

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