

# Sample improvement report

## Assessment score: 50/100

A fictional B2B software site with a clear product category but an unclear next step. This sample illustrates the report format, not an analysis of your website.

## Assessment rubric

0 obstructed, 1 major gaps, 2 mixed, 3 mostly clear, 4 consistently clear. Score = sum of assessed ratings / (assessed categories x 4) x 100, rounded. Unassessed categories are excluded. This is not a conversion prediction.

Messaging clarity: 2/4. The fictional headline names a benefit but not the intended buyer.

Navigation: 3/4. Product and pricing links are visible in this sample.

Calls to action: 1/4. The primary button uses a generic label.

Trust signals: 2/4. Claims in the sample lack supporting context.

Conversion friction: 2/4. The sample asks for a phone number before explaining the demo.

Mobile UX: Unassessed. No mobile capture or performance data exists for this fictional sample.

## Prioritized findings

### 1. Make the next step specific

High severity | High confidence | Calls to action

Page: <https://demo.example/>

Evidence: Learn more

Recommendation: Replace the primary button with “Book a product demo” and state what the visitor can expect.

### 2. Name the audience in the headline

Medium severity | Medium confidence | Messaging clarity

Page: <https://demo.example/>

Evidence: Work smarter. Grow faster.

Recommendation: Say who the product is for and which recurring task it improves.

### 3. Explain why a phone number is needed

Medium severity | Medium confidence | Conversion friction

Page: <https://demo.example/demo>

Recommendation: Make the phone field optional unless it is necessary for the requested demo.

## Suggested copy

Page: <https://demo.example/>

Current: Work smarter. Grow faster.

Suggested: Keep your service team's projects, approvals and client updates in one place.

An illustrative alternative with a specific audience and job. Validate accuracy before use.

## 30-day roadmap

### Days 1-7

- Confirm your primary audience and offer.
- Replace generic primary CTA labels.

### Days 8-14

- Add relevant, verifiable proof near the main CTA.
- Reduce unnecessary form fields.

### Days 15-21

- Test key pages on small screens.
- Check content and interaction accessibility.

### Days 22-30

- Validate proposed changes with representative visitors.
- Review consented measurement and plan the next iteration.

## Coverage and limitations

- DEMO: all pages and evidence are fictional.
- No traffic, customer behavior, revenue or conversion metrics were measured.
- The score is a heuristic content assessment, not a conversion prediction.

Implementation support: [info@pixipap.com](mailto:info@pixipap.com) | [pixipap.com/book-a-call](https://pixipap.com/book-a-call)