

SAMPLE / FICTIONAL BRIEF

Landingpage Quick Check

Five clear recommendations for a better demo page

Fictional brief: AcmeCloud manages software licences, owners and review dates. Audience: growing IT teams. Page goal: a relevant demo enquiry. The starting page below was constructed for this sample; no live data was collected.

Starting copy of the sample page

Innovative solutions for the digital future.

We support businesses with a modern platform.

CTA: Learn more

Finding 1 / High

The hero does not identify the offer

Observation: The headline mentions neither software licences nor the intended role.

Why it matters: Visitors first have to work out whether the page addresses their task.

Recommendation: Replace the headline with “Your software licences. One clear overview.” Name licence inventory, owners and review dates in the subheading.

Finding 2 / High

The CTA does not name the next step

Observation: The button says “Learn more” but opens the demo form.

Why it matters: The expected action and click destination do not match.

Recommendation: Label the button “Request a demo”. Explain beside it: “We review your use case and the right next demo.”

Implementation priorities

Finding 3 / Medium

The form asks for too much too early

Observation: The sample page requires nine fields, including budget and full postal address.

Why it matters: Those inputs are not justified for the initial scheduling step.

Recommendation: Start with name, business email and a short use-case description. Handle further qualification in the conversation.

Finding 4 / Medium

A concrete product view is missing

Observation: The sample page only shows abstract shapes, not an explanatory view of licence inventory.

Why it matters: The promised overview remains difficult to picture.

Recommendation: Add an approved product view with a short explanation. Clearly label demo data and remove personal information.

Finding 5 / Medium

The mobile order delays the CTA

Observation: In the constructed mobile layout, three feature sections precede the first demo link.

Why it matters: The next step only becomes visible after extended scrolling.

Recommendation: Place a demo CTA immediately after the value proposition and subheading. Check form and keyboard use on small screens.

Suggested order

Update the headline and CTA first, then the form and product view. Evaluate impact using actual qualified demo enquiries received. This sample contains no conversion data or promised uplift.