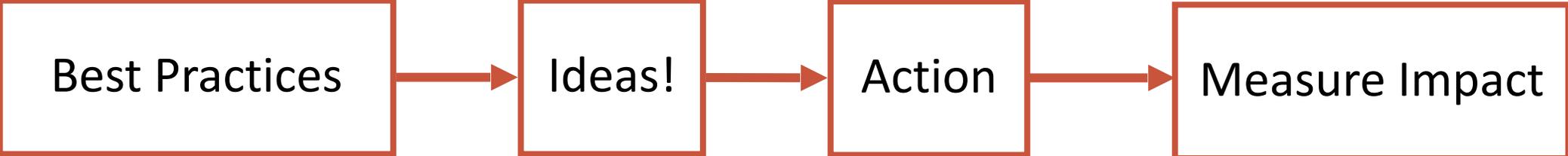


AI Audit Prompts for Better Lead Generation

...and lessons learned from 500+ website redesigns

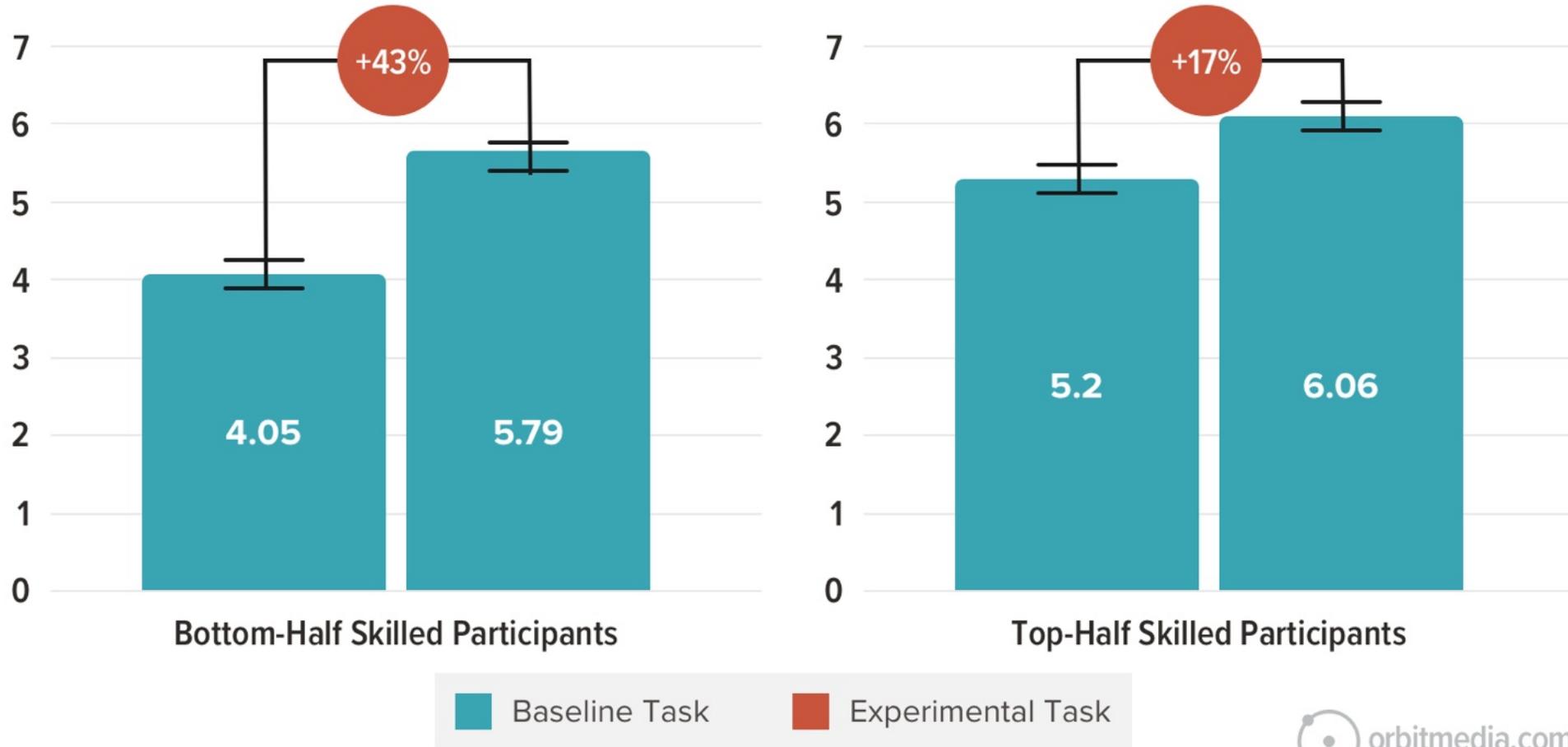
Optimization: 2000 - 2023



Content Strategy: 2000 - 2023



AI is a “skills leveler”



[source](#)

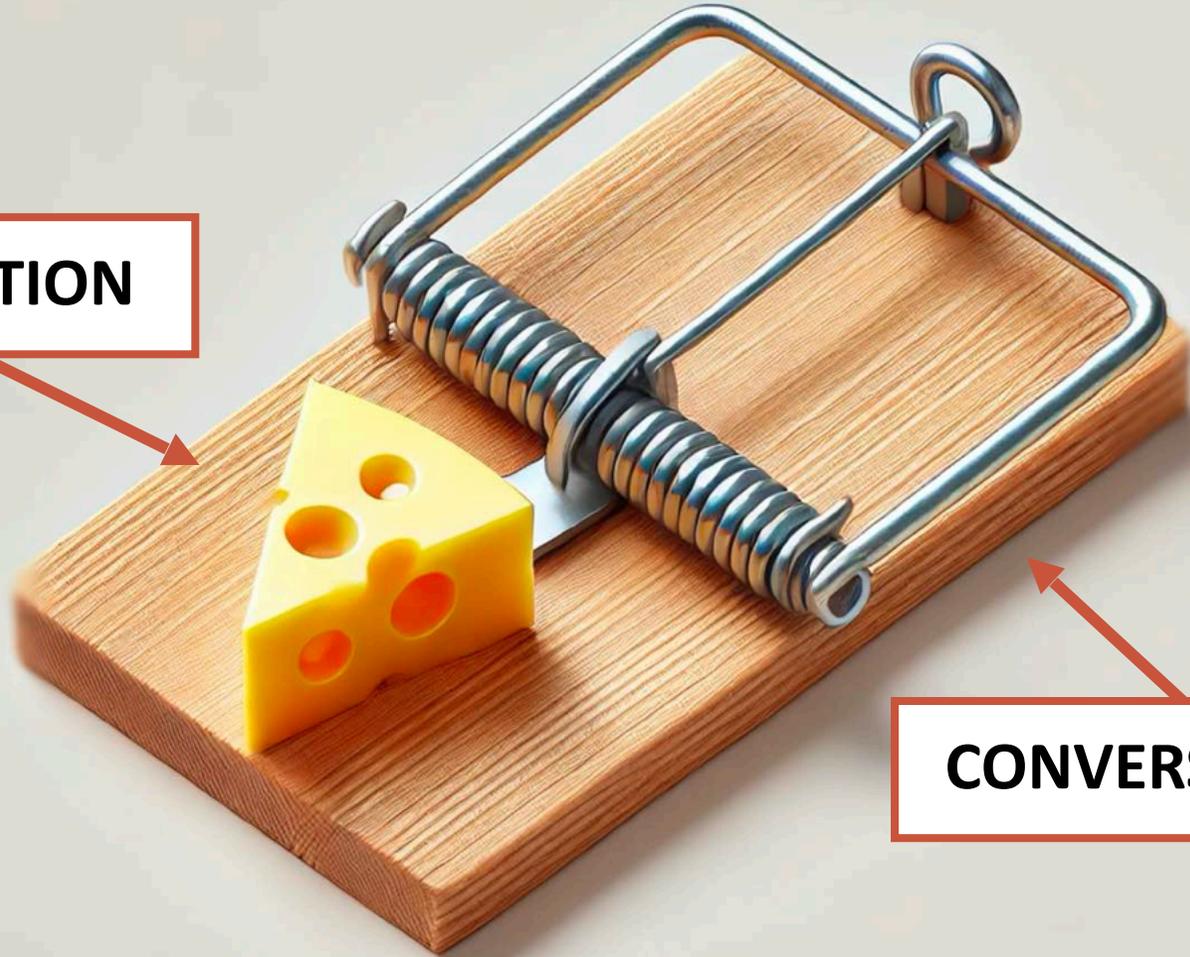


Traffic Source

Thank You Page



SEARCH OPTIMIZATION



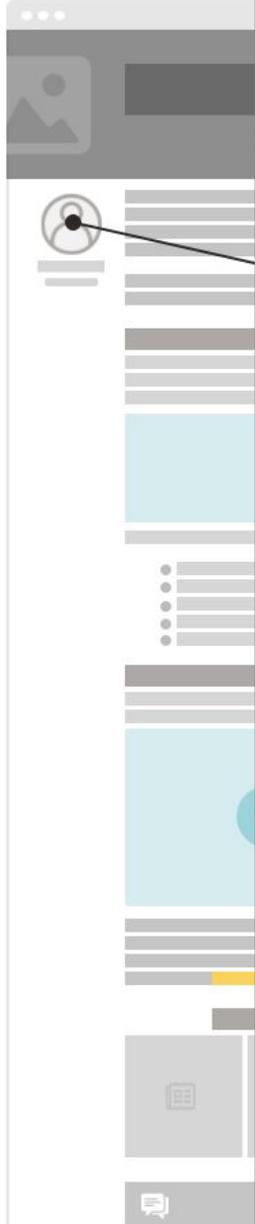
CONVERSION OPTIMIZATION

STAGE



New Lead

Elements of a High-Performing Blog Template



Elements of a High-Performing Service Page



Elements of a High-Performing About Us Page



Elements of a High-Performing Contact Page



Elements of a High-Performing Thank You Page

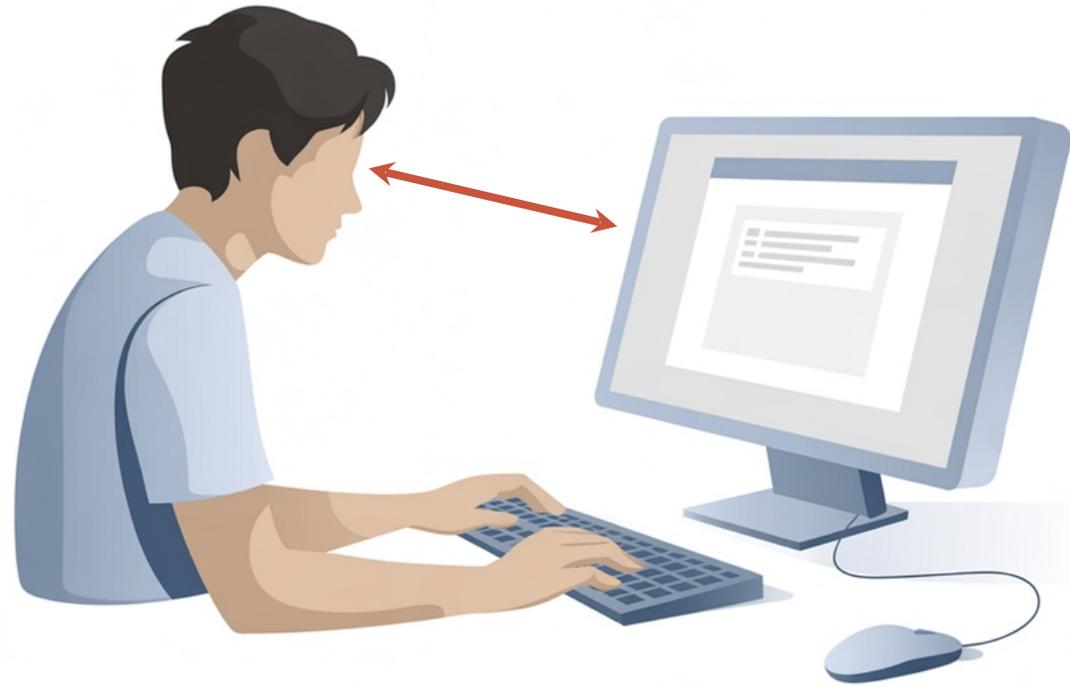


UX that usually works

1. A genuine thank you
2. Email signup box
3. Links to recommended articles + additional content
4. Social media networks



Best practices are *good hypotheses*





orbitmedia.com/web-development/



Work



100% of your pages have
a back button

[Web Design & Development](#)

[Website Optimization](#)

[Our Work](#)

[Blog](#)

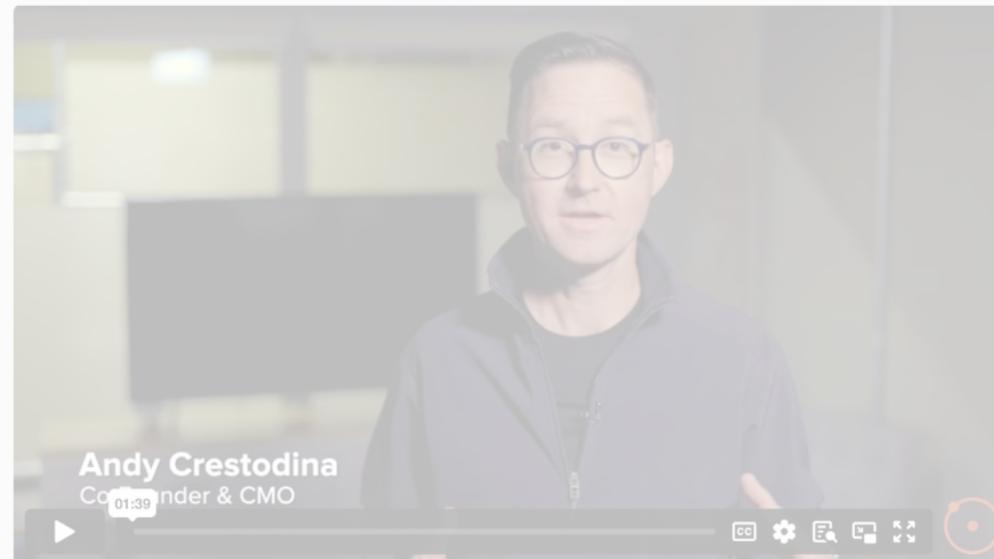
[About](#)

[Contact](#)

Web design & development services

Your website is your most visible asset. It generates the greatest ROI. We welcome any CMS so let's upgrade the face of your brand.

[Explore the portfolio →](#)



We're focused on creating exceptional work for clients

Google

4.8 ★★★★★

Clutch

4.9 ★★★★★

'GLASSDOOR'

4.9 ★★★★★



• Data-Driven Empathy •

Blog Template Best Practices

Goals...

- Quickly convey topics
- Compel visitors to subscribe

The Orbit Blog

Get practical tips for content marketing, AI, SEO, GA4 and web design

Join the 16,000+ people who get web marketing tips in their inbox every two weeks

Email Address

Sign me up

By signing up you agree to our [Privacy Policy](#).

Key success factor...
Clarity on topics

Key success factor...
Email signup CTA



Lead Generation 101: How to Increase Conversion Rates on Your B2B Website >

Andy Crestodina

Featured Posts

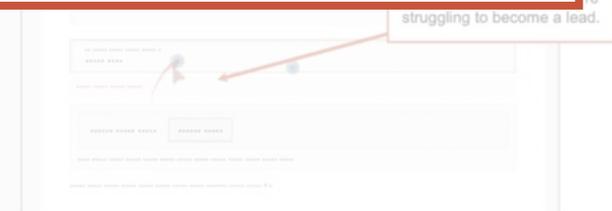
AI CODEX > 1 Prompt Library >

Summarize this table: Type People Workflow

Name	Last Mod.	File size
Case Study Development Prompts	Sep 6, 2024	2 KB
Competitive Analysis Prompts	Sep 27, 2024	2 KB
Content Strategy Prompts	Oct 9, 2024	6 KB
Conversion Optimization Prompts .ai	Oct 6, 2024	7 KB
E-commerce Prompts .ai	Oct 31, 2024	3 KB
HR / Recruiting Prompts	Sep 6, 2024	1 KB
Personal Development Prompts .ai	6:27 AM	15 KB
Schema Check Prompts	Sep 6, 2024	1 KB

The Prompt Library Starter Kit: 20 AI Prompts for B2B Lead Gen Marketers >

Andy Crestodina



3 Advanced B2B Lead Generation Strategies: AI, GA4 and Session Recordings >

Andy Crestodina



Blog

What is this blog about?
What if I want more of this content??



20 Feb 2026

Temperature Zoning in Chicago Comfort in Every Room

Learn what temperature zoning is, how it



19 Feb 2026

Winter Furnace Replacement in Chicago Risks Benefits and Real Life Experiences



18 Feb 2026

Commercial HVAC Service in Chicago What Businesses Need to Know

Features of HVAC repair and maintenance

The 3 P's of email sign-up forms

1. Prominence
2. Promise
3. Proof

Let's audit for these

**Build strong castles and forts with
one simple weekly tip!**

you@website.com

SIGN UP NOW!

*"This is the best moat maintenance newsletter
out there. Thanks, Fortco!"*

– DAVE, DUKE OF NAPERVILLE

Prominence

Promise

Proof



Best practices

A content marketing mission statement includes three elements: the target audience, the topics and the benefit to the reader. It should be concise and be adaptable as a call to action to subscribe to a newsletter. You are an expert content strategist, skilled in creating content that attracts visitors and builds trust.

Instructions, output

Craft a draft content mission statement for HV
contractors based on their information needs. Create three examples of newsletter signup calls to action based on the mission statement.

What do we think??



Revise and test your prompts

Try this **Prompt Improvement Prompt**

Instructions, goal



Draft prompt



Improve the following prompt for clarity and structure. Your goal is to make a reusable prompt.

[paste in draft prompt]

Ask AI to revise

Improve the following prompt for clarity and structure. Your goal is to make a reusable prompt.

///

The original prompt

A content marketing mission statement includes three elements: the target audience, the topics and the benefit to the reader. It should be concise and be adaptable as a call to action to newsletter. You are an expert content strategist, content that attracts visitors and builds trust.

Revised prompt!

Craft a draft content mission statement for HVAC and mechanical contractors based on their information needs. Create three examples of newsletter signup calls to action based on the mission statement.

Let's compare

ORIGINAL PROMPT

A content marketing mission statement includes three elements: the target audience, the topics and the benefit to the reader. It should be concise and be adaptable as a call to action to subscribe to a newsletter.

You are an expert content strategist, skilled in creating content that attracts visitors and builds trust.

Craft a draft content mission statement for the persona based on their information needs. Create three examples of newsletter signup calls to action based on the mission statement.

REVISED PROMPT

Develop a detailed content marketing mission statement (audience, topics, *specific benefits*) for the attached persona, focusing on *practical application*.

Then, create three distinct, *actionable newsletter signup CTAs* that directly reflect the mission statement's benefits and encourage subscription.

Provide brief reasoning for each CTA's effectiveness.

Let's test

ORIGINAL RESPONSE

Newsletter Signup Calls to Action

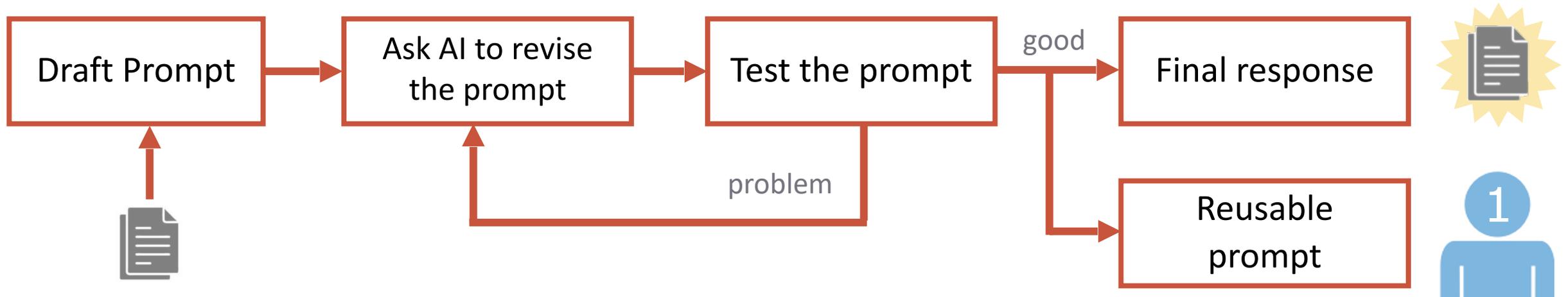
1. Stay current. Get weekly updates on code changes, new tools, and smarter installs—straight to your inbox.
2. Get the edge. Subscribe for expert tips, product comparisons, and time-saving advice for HVAC and mechanical contractors.
3. Want to run a smarter shop? Join thousands of contractors getting practical insights to help grow their business.

REVISED RESPONSE

Newsletter Signup CTAs

1. "Tired of guesswork? Get weekly tips on tools, tech, and tactics that actually make your HVAC jobs easier."
Join 10,000+ contractors getting smarter every week.
2. "Stay sharp, stay booked. Get field-tested insights and business advice in your inbox."
No fluff. Just the stuff that helps you win more bids and get paid faster.
3. "What's working right now for HVAC pros? Find out every Thursday."
Practical guidance for growing your business and getting the job done right.

How to write a prompt



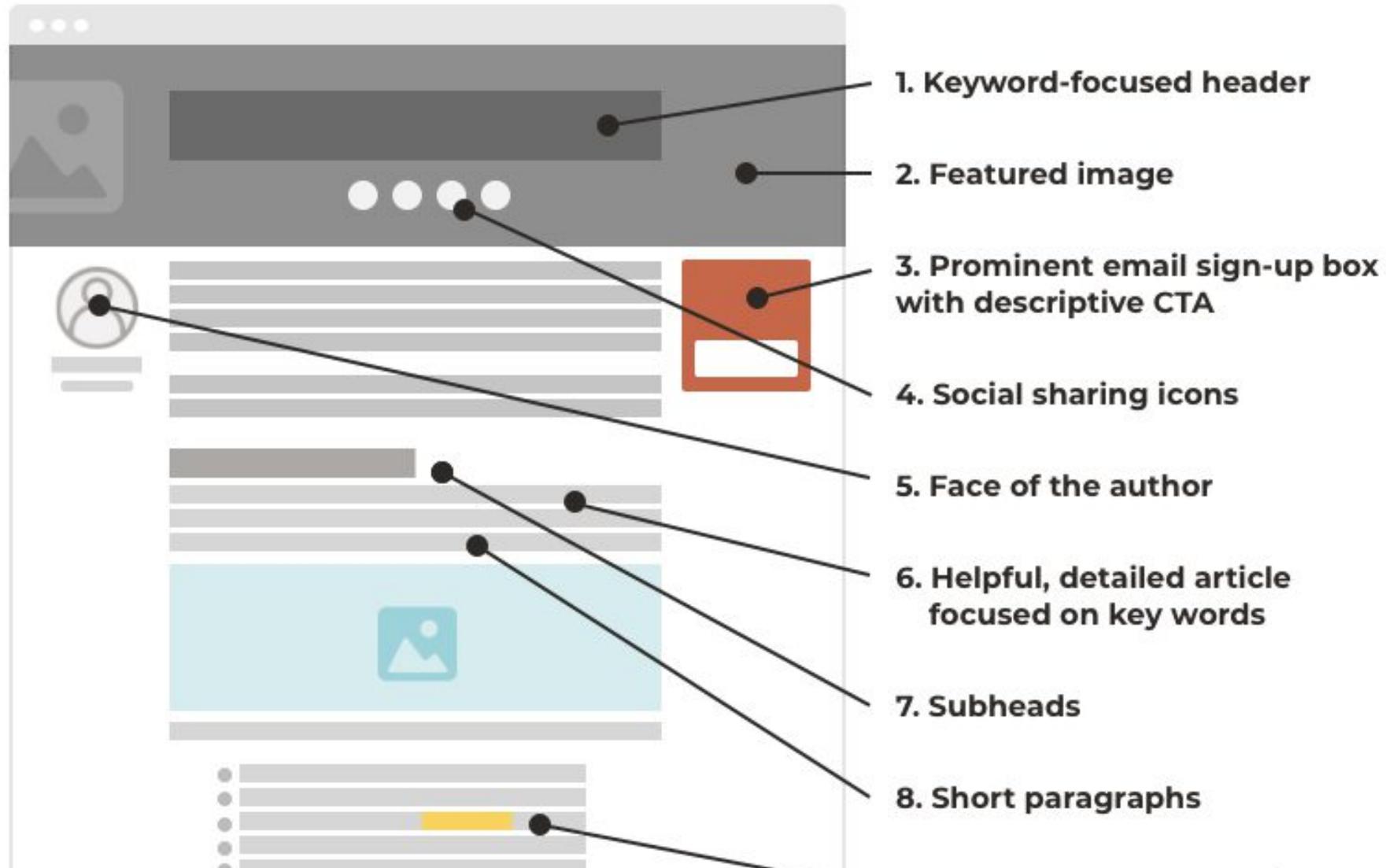
source: [The 7 Stages of AI Proficiency](#)

Blog Article Best Practices

Goals...

- Keep the visitor engaged
- Compel them to subscribe

Elements of a High-Performing Blog Template



How could this be a more engaging article?

Building Automation Energy Management Systems

Expert Tips

Building automation has rapidly become an essential feature in modern commercial and industrial facilities. As energy costs soar and sustainability becomes a growing concern, the role of energy efficiency in our buildings is more significant than ever.

The purpose of this blog is to delve into how building automation impacts energy efficiency, enhancing your work environment.

Understanding Automation For Building Management Systems

Building automation refers to the centralized control of a building's systems, including heating, ventilation, air conditioning (HVAC), lighting, and other management systems, all designed to improve occupant comfort, building operations, and energy efficiency.

At its core, a building automation system (BAS) comprises sensors, controllers, output devices, and a user interface, working in unison to offer seamless control and monitoring.

Key Components and Retrofit Features

- **Sensors:** Measure variables like temperature, humidity, occupancy, and light levels.
- **Controllers:** Process the data from sensors to decide the output actions.
- **Output Devices:** Execute actions such as turning HVAC controls or lighting systems on/off.
- **User Interface:** Provides real-time information and control capabilities to the users.

Benefits of Building Automation for Energy Efficiency

Energy Savings through Optimized HVAC and Lighting Systems

One of the most immediate benefits is the reduction in energy consumption. Building automation allows for optimization control of HVAC and lighting systems, ensuring they are only in use when necessary.

Demand-Based Control and Predictive Maintenance

By implementing demand-based control systems, energy is only consumed when needed. For example, HVAC systems can be set to operate only when a room is occupied. Predictive maintenance, fueled by real-time data, allows you to address issues before they become more serious, saving energy and maintenance costs.

Real-Time Monitoring and Data Analytics

Building automation systems offer real-time data analytics, providing an immediate overview of energy use within a commercial building. This data can be analyzed to identify areas of energy waste, making it easier to implement energy-saving measures.

Search...

Related Contents



Expert Tips

Best Practices for Preventing External Pipe Corrosion in Commercial Buildings



Categories

Company News

Expert Tips

Team Highlights

Return with Confidence Identify the Condition of Your Building Systems for Healthy Improvements

Download a Building Health Assessment checklist now



Careers

Enervise is One of the Best Places to Work in the Region

VIEW MORE

Digital Content Best Practices

- Strong opening hook
- Visuals at every scroll depth
- Use of evidence and examples
- Formatting (headers, bullets, etc.)
- Internal links to related content
- Expert quotes or contributor input
- Personal angle or opinion
- Topical completeness (no major gaps)

Make your content look like a social stream

Typical article



Social media stream



Criteria for evaluation

Instructions, goal

The best articles for content marketing share common traits. They have visuals at every scroll depth. They have supportive evidence and examples. They have lots of formatting (headers, subheads, bullets, bolding, italics, internal links, short paragraphs). They have contributor quotes from experts. They also often have a personal angle or strong opinion. They also cover the topic completely and don't leave any major topical gaps.

Write a prompt that I can use to audit articles. The user input will be a screenshot of an article. The output will include a scoring system with a colorful, visual matrix. Your goal is to make a reusable prompt that I can use again and again.



Suggest ways to improve this prompt. What other evaluation criteria should be added?



Add the following evaluation criteria to the prompt [criteria 1, criteria 2]



Simplify the formatting of this prompt. Remove emojis, subheads, etc.



Screenshot of the article



Best practices

Evaluation criteria

A reusable prompt!

You are a content marketing strategist. Your task is to evaluate the quality of an article using a screenshot of the page. Assess how well it follows best practices for engaging, persuasive, and comprehensive content. Use the criteria below to score the article.

Create a table with the following categories as rows: Strong intro or opening hook, Visuals at every scroll depth, Use of evidence and examples, Formatting (headers, bullets, bold/italic, short paras), Internal links to related content, Expert quotes or contributor input, Personal angle or opinion, Topical completeness (no major gaps), Relevance to target audience (intent, tone, expertise level)

For each category row, add three columns:

1. The visual score (color code each category ■ = 1–2 (Weak), ■ = 3 (Moderate) ■ = 4–5 (Strong))
2. A short comment explaining the score
3. Suggestions for improvement.

Next find missed opportunities: List anything clearly missing or weak. Suggest specific ways to fix it: What's missing, What to add, Example fix (copy/layout)

Finally, wrap up with a quick summary: Overall strength: High / Moderate / Low, Best feature, Biggest opportunity to improve, Recommended action: Republish as-is / Update / Rewrite / Remove



Client Logins

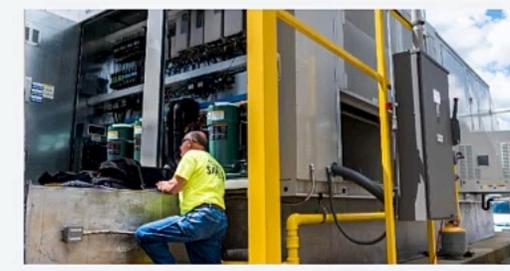
The Impact of Building Automation Energy Management Systems

Expert Tips



Search

Related Contents



Expert Tips

Four ways to give AI a webpage

- Link to the page
- Copy / paste the text
- Upload HTML
- Upload full-page screenshot

Basic review

```
graph LR; A[Basic review] --> B[Link to the page]; A --> C[Copy / paste the text]; D[SEO review] --> E[Upload HTML]; F[Conversion review] --> G[Upload full-page screenshot];
```

SEO review

Conversion review

The scores

Category	Score	Comment	Suggestions for Improvement
Strong intro or opening hook	3	The intro sets the context for energy costs and sustainability but lacks a compelling hook or stat to draw readers in.	Begin with a striking stat or brief anecdote about rising energy costs to catch attention.
Visuals at every scroll depth	2	Only one main visual (the header image) is present. Most of the article is text-heavy.	Add relevant diagrams, charts, or images that explain building automation components or show benefits.
Use of evidence and examples	3	Mentions real-time data and trends like IoT and AI, but no case studies, data points, or real-world examples are used.	Include a mini case study, data/stat, or quote from a client project to support claims.
Formatting (headers, bullets, bold/italic, short paras)	5	Strong use of subheads, bolded keywords, short paragraphs, and bulleted lists. Readability is good.	N/A
Internal links to related content	3	A few related posts are shown in the sidebar, but none appear in the body content.	Add inline links to related posts or service pages for HVAC automation, IoT, etc.

Missed Opportunities

I agree 100%

What's Missing	What to Add	Example Fix
Case studies or quantified results	Add a client story or sample stat on energy savings	"One Enervise client reduced HVAC energy use by 18% within 6 months using real-time monitoring."
Expert input or thought leadership	Quote from Enervise engineer or executive	"According to Enervise's VP of Engineering, 'AI-based controls cut reactive maintenance costs significantly.'"
In-body links to services	Direct readers to relevant Enervise service pages	After "building automation systems (BAS)," link to Enervise's BAS services page
Visual support	Diagrams of BAS architecture or ROI timelines	Insert visual titled "Typical Building Automation Stack" showing controllers, sensors, interface

Goals...

- Provide details about the offer
- Show supportive evidence
- Drive clicks on the CTA

Key elements of high converting service pages

- Answers (clarity)
- Evidence (trust)
- Calls to Action (next steps)

Let's audit for these

Service Name

Industry, who it's for
Concise, value proposition
How it's different



Context,
Industry

Soft CTA



Impact Data

Company, industry

Service Aspects

Call to action

Evidence

Answer

Answer

Evidence
Call to action

Call to action

Answers

When evaluating options, what was most important to you?

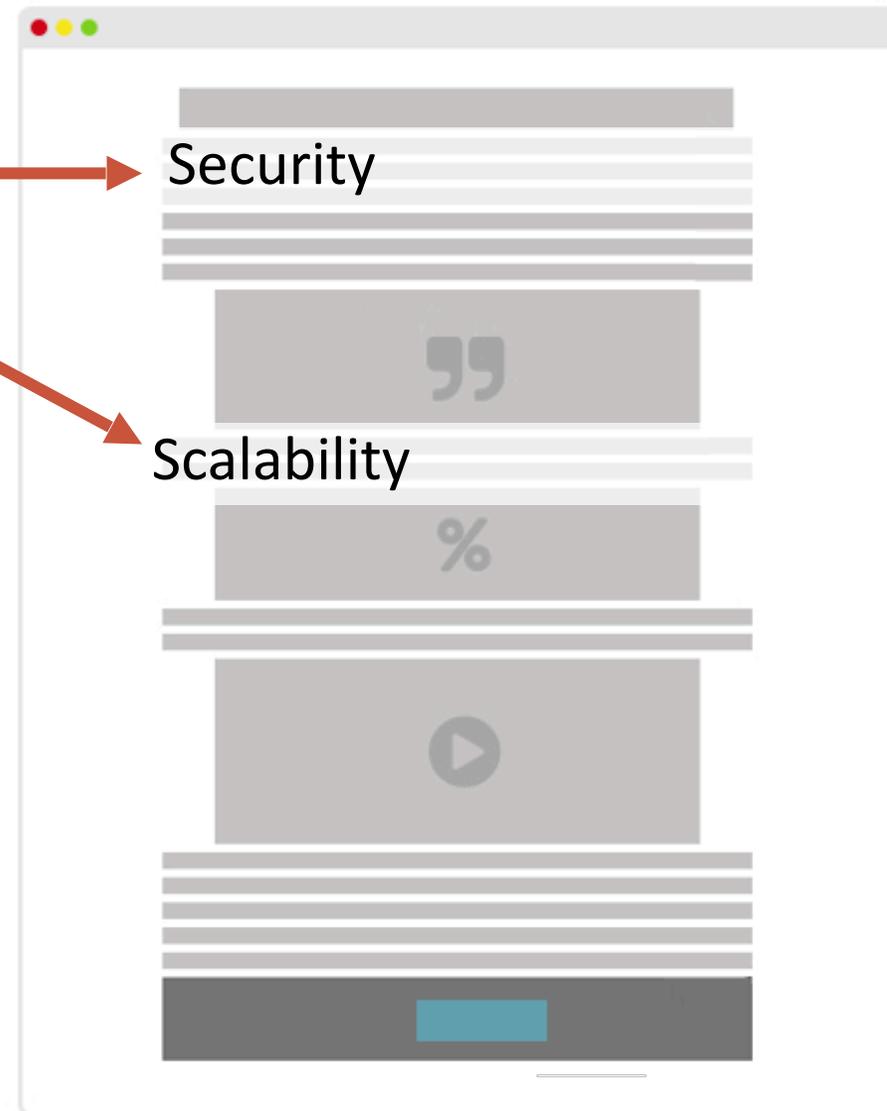


Marketing

Security was the top priority, then scalability.



Client



Answers

What can you do now that you couldn't do before?

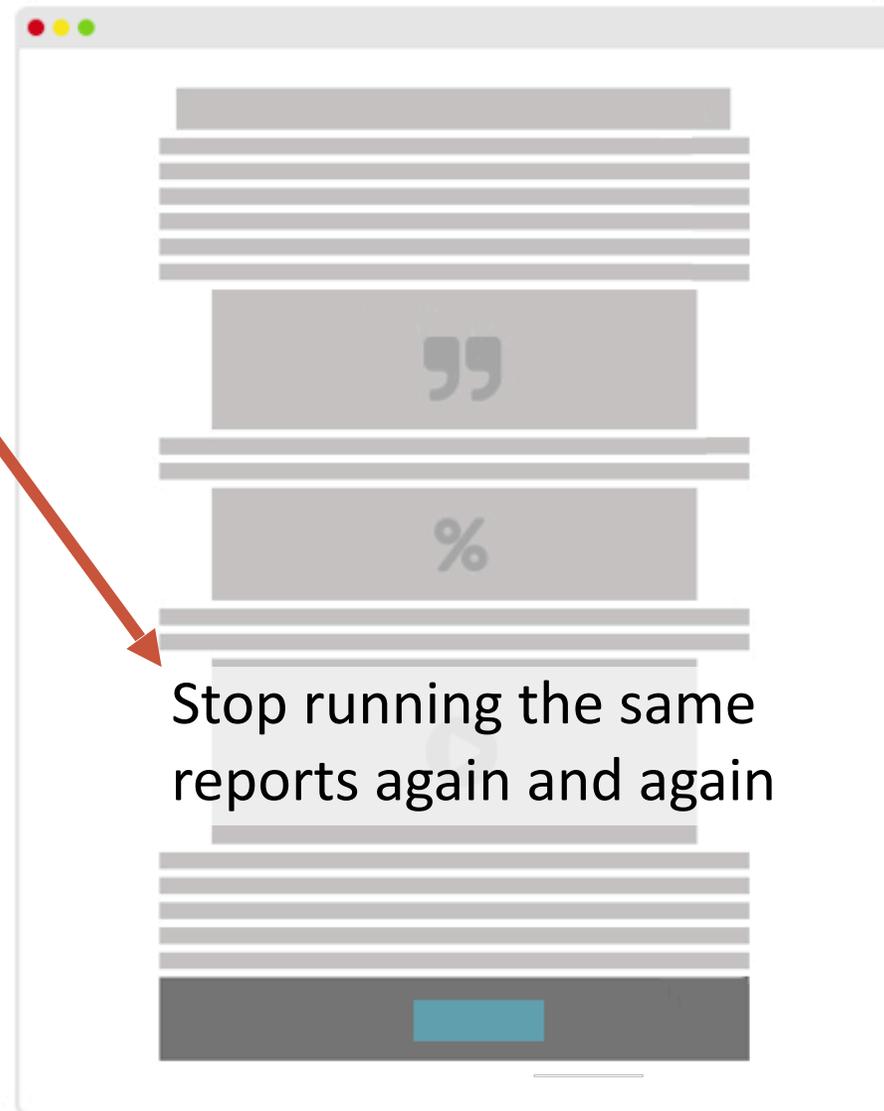


Marketing

Now I don't have to run that report every time



Client



Answers

What questions are you sick and tired of answering?

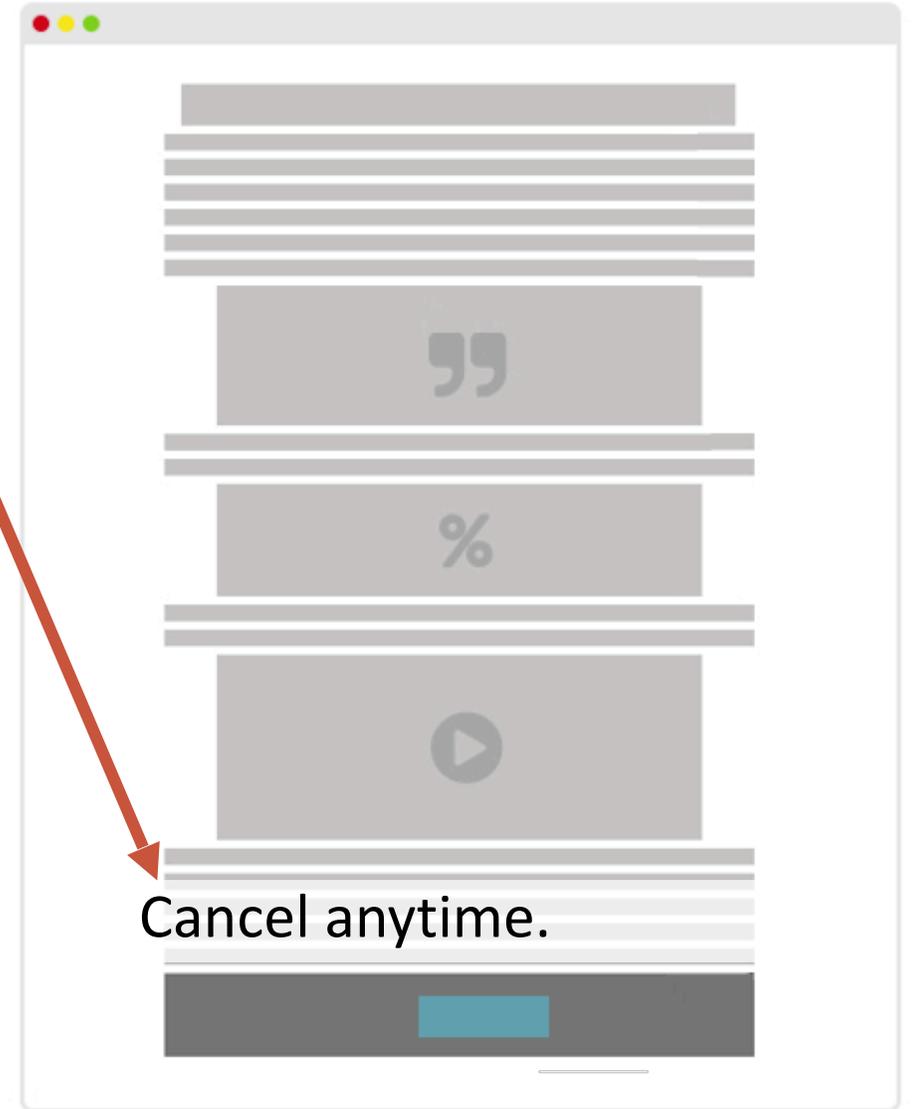


Marketing

“What if I want to cancel my contract?”



Sales



Cancel anytime.

Evidence

Give me an example of when this helped you?

You guys really saved my bacon that one time...

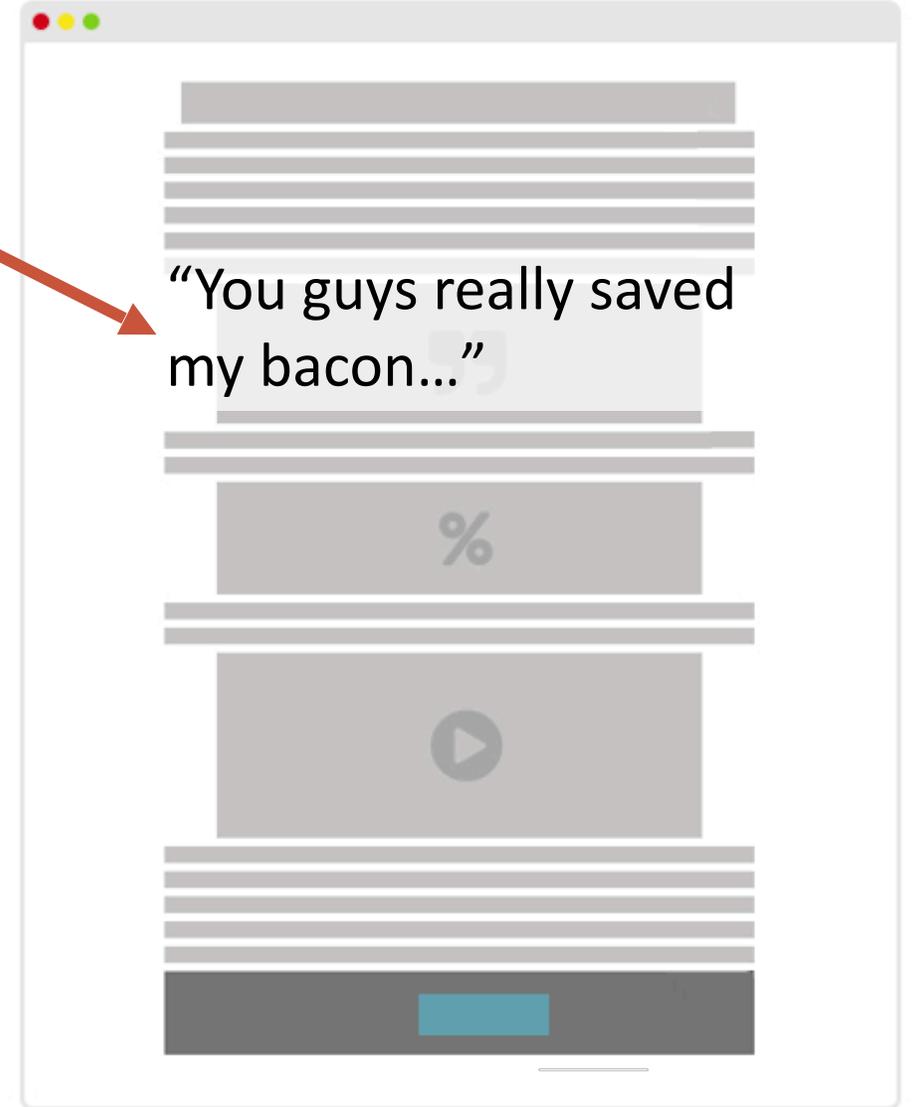
“You guys really saved my bacon...”



Marketing



Client



Evidence

What is the biggest number we can get up to?

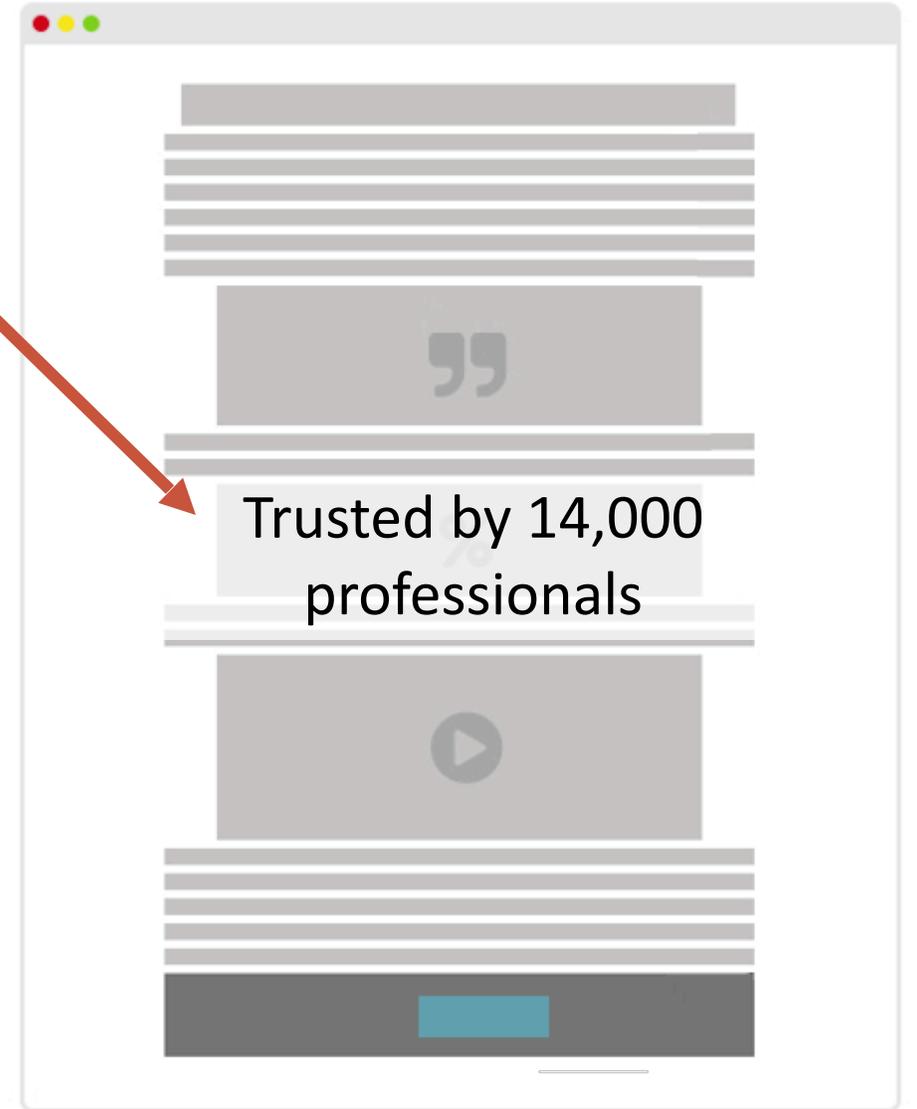


Marketing

We have 14,000 total end users

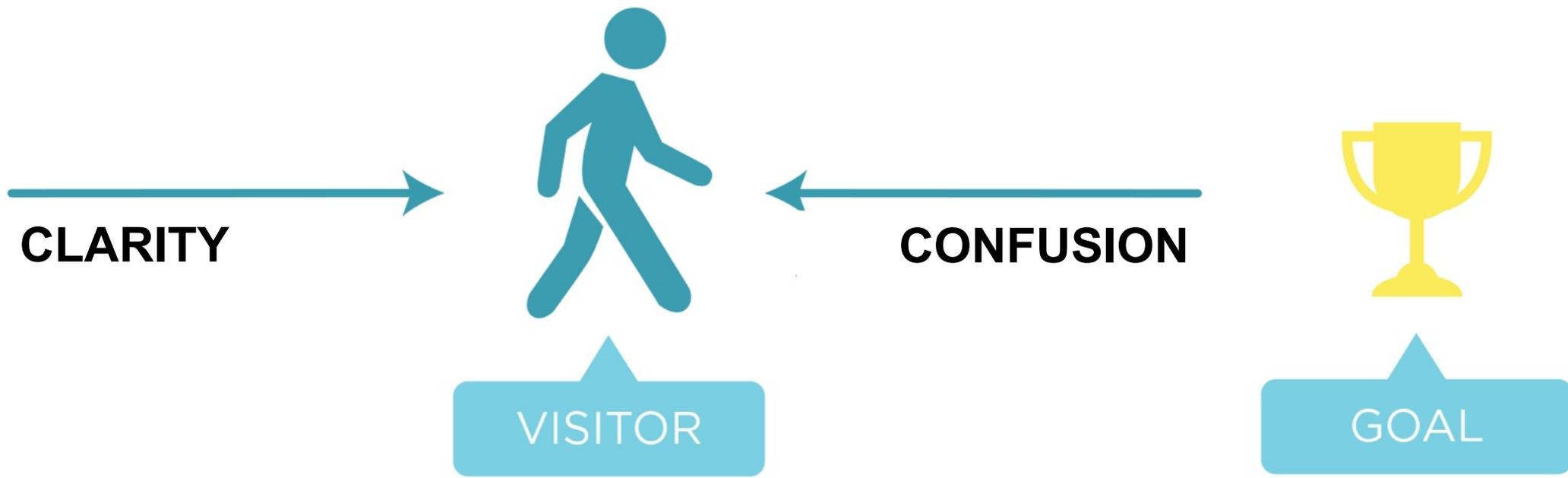


Sales





Success is 100% about the visitor



Try this **Persona Prompt**

Who they are



Build me a persona of a [job title] at [industry/company size/geography] with [roles/skills/responsibility].

What they need



This person is looking for help with [challenge/problem/task] and is considering [product/service].

How they think / feel



List their hopes/dreams, fears/concerns, emotional triggers and decision criteria for hiring/contacting a potential partner/provider.

Job title, industry, location, role

Hopes, fears, triggers, decision criteria

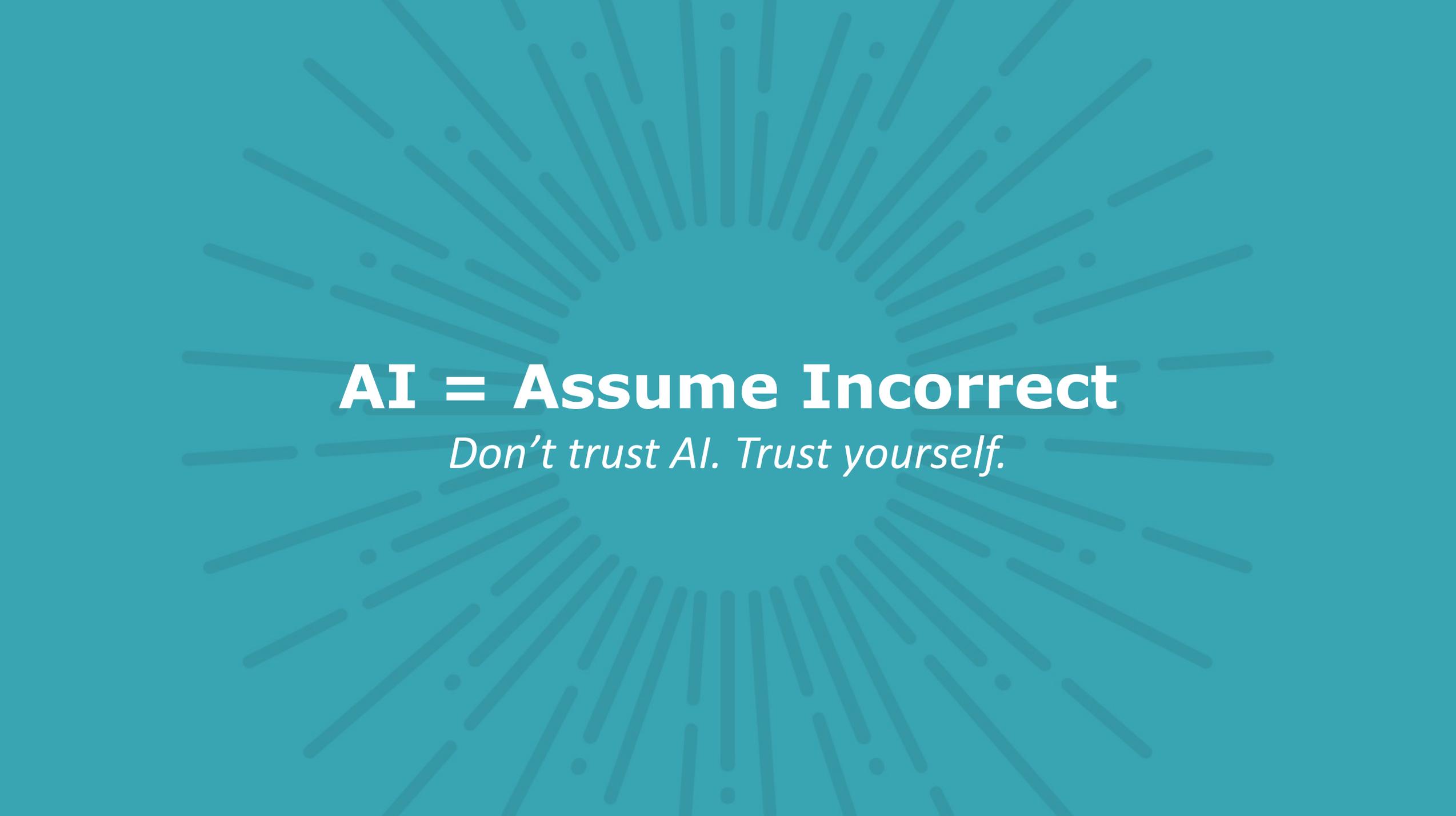
Build me a persona of Building Engineer / Facilities Manager at commercial real estate company with responsibility over building systems across a multi-site operation. This person is looking for help with large HVAC system planning and is researching air handlers.

List their hopes/dreams, fears/concerns, emotional triggers and decision criteria for hiring/contacting a potential partner/provider.

How they make decisions

Decision Criteria

- Proven experience with multi-site commercial buildings, especially ones of similar age and layout
- A planning-first approach — someone who can help him think 3–5 years out, not just pitch product
- Compatibility with current infrastructure (ductwork, BMS, electrical load)
- Transparent pricing and total cost of ownership
- Strong technical support and service after install
- References or case studies from comparable projects
- Fast access to replacement parts and repair help if something goes wrong



AI = Assume Incorrect

Don't trust AI. Trust yourself.

- 🔍 New
- 📁 Open ⌘O
- 📄 Make a copy
- 👤+ Share
- ✉ Email
- ⬇ Download
- 👤 Approvals New
- ✏ Rename
- 📁 Move
- 📁 Add shortcut to Drive
- 🗑 Move to trash
- 🕒 Version history
- 📶 Make available offline
- 📄 Details
- 🔒 Security limitations
- 🌐 Language
- 📄 Page setup
- 🖨 Print ⌘P

Persona: Building Engineer / Facilities Manager (Multi-Site Commercial Real Estate)

Name: Marcus Reynolds

- Microsoft Word (.docx)
- OpenDocument Format (.odt)
- Rich Text Format (.rtf)
- PDF Document (.pdf)
- Plain Text (.txt)
- Web Page (.html, zipped)
- EPUB Publication (.epub)
- Markdown (.md)

Make it a PDF file.
Share it with the team.



- Get ahead of equipment failures with better planning and predictive maintenance
- Be seen as a proactive, cost-conscious leader by the property owners and senior management
- Build long-term relationships with vendors who simplify his job, not complicate it

Ask it anything, day or night.

 What information would help them do your job?



 What social media posts are they likely to click on?



 What information are they likely to search for?



 What do they hate most about researching air handlers and HVAC systems?



AI-powered sales page review

Everything should align with the persona



Looking for Parts? [↗](#)

Safety Data Sheets [↗](#)

Customer Login

Select Region & Language

CONTACT A TRANE EXPERT

Find Your Trane Rep

Services [▼](#)

Products & Systems [▼](#)

Training & Support [▼](#)

Industries [▼](#)

About [▼](#)



[Trane Commercial HVAC](#) > [Air Handling Solutions](#)

AIR HANDLERS, TERMINAL DEVICES, VAV AND FAN COILS

Air Handling Solutions

From basic comfort cooling to a custom-designed part of a sophisticated HVAC system.

Offer: Air Handling Equipment
Target audience: HVAC professionals

AIR HANDLING SOLUTIONS

Features

Products

Additional Tools

State of the art features

Incorporating the right airside products into a HVAC air handling system is a critical part of creating world-class performance. By helping you select the right air handling system, Trane can help address indoor air quality issues such as temperature and humidity, ventilation, mold, bacteria, other particulate matter, and noise.



Efficient



Comprehensive



Serviceable





[Looking for Parts?](#)

[Safety Data Sheets](#)

[Customer Login](#)

[Select Region & Language](#)

[CONTACT A TRANE EXPERT](#)

[Find Your Trane Rep](#)

[Services](#)

[Products & Systems](#)

[Training & Support](#)

[Industries](#)

[About](#)



[Trane Commercial HVAC](#) > [Air Handling Solutions](#)

AIR HANDLERS, TERMINAL DEVICES, VAV AND FAN COILS

Air Handling Solutions

From basic comfort cooling to a custom-designed part of a sophisticated HVAC system.

AIR HANDLING SOLUTIONS

[Features](#)

[Products](#)

[Additional Tools](#)

State of the art features

Incorporating the right airside products into a HVAC air handling system is a critical part of creating world-class performance. By helping you select the right air handling system, Trane can help address indoor air quality issues such as temperature and humidity, ventilation, mold, bacteria, other particulate matter, and noise.

The screenshot

The persona

Persona alignment
prompt



Trane Web Persona.pdf
PDF

You are a conversion optimization expert. Evaluate this webpage from the perspective of a specific persona to identify how well it aligns. Use this structured process:

Step 1: Create a "Persona Alignment Table" comparing the persona's needs to the page content. For each row: • List the persona's needs or emotional trigger, • Score how the page addresses it (1 = not at all, 5 = fully), • A short comment explaining the score. Format: | Persona Need or Emotional Trigger | Rating (0-5) | Homepage Evidence & Comments | Suggestions for Improvement |

Step 2: Create a "Color-Coded Heatmap Matrix" translating the ratings into a table with color indicators: ● = Low alignment (1-2), ● = Moderate alignment (3), ● = Strong alignment (4-5)

Step 3: Create a "List of Missed Opportunities" showing where the page fails at persona alignment. For each, include: • What's missing, • What to add, • Example copy, layout idea, or CTA that could fix it. Format: | Missed Opportunity | What's Missing | Recommendation | Example Copy or CTA |

Step 2: Color-Coded Heatmap Matrix

Persona Needs

Alignment

Reliability



Efficiency



Customizability / Retrofit Support



BAS Integration



Technical Support & Training



Installation Speed & Ease



Monitoring / Control



Vendor Credibility



Downtime / Continuity



Ease of Use



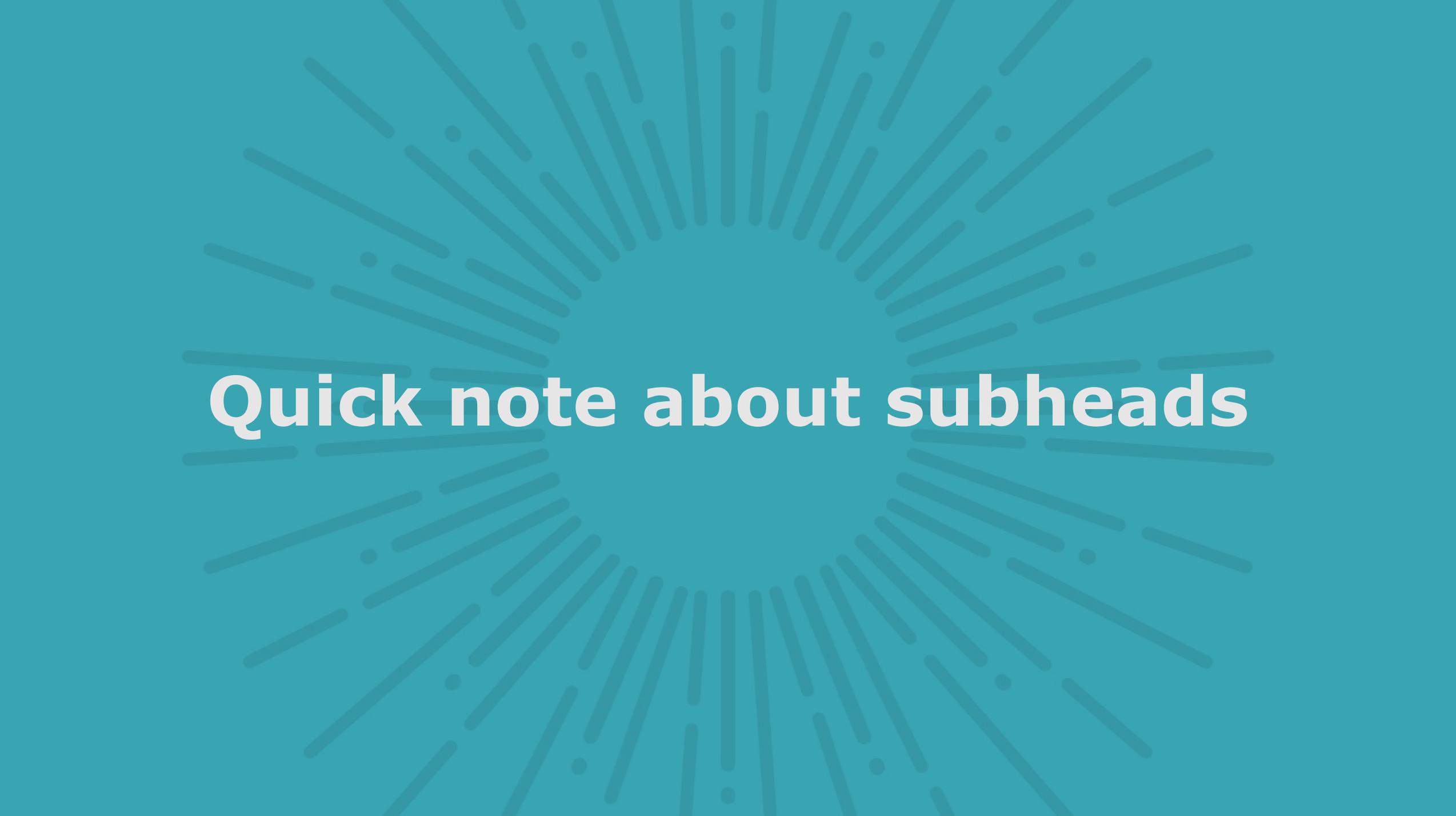
Unmet information
needs

Step 3: List of Missed Opportunities

Missed Opportunity	What's Missing	Recommendation	Example Copy or CTA
Social Proof & Trust	No testimonials, client logos, or case studies.	Add a visual row of logos or a scrolling testimonial section.	"Trusted by over 200 hospitals, schools, and commercial buildings nationwide."
BAS Integration Info	No mention of protocols or supported platforms.	Add specs or integration options (e.g. BACnet, LonWorks).	"Compatible with all major BAS – download our integration guide."
Service Availability Clarity	No service maps or technician support structure mentioned.	Add a "Nationwide Support" map and phone/chat options.	"Get 24/7 support from our local technicians. Find your nearest service rep."
Performance Metrics	No uptime, install speed, or energy savings data.	Add a performance comparison chart or downloadable datasheet.	"See how we reduce downtime by 35% – View System Comparison"
Training Resources	Only implied, not promoted.	Add a dedicated Training section with documentation, schedules, and online demos.	"Access user manuals, video walkthroughs, and technician training here."
Interface Demonstration	Vague references to simplicity.	Add visuals of the dashboard, system interface, or mobile app.	"Preview our intuitive monitoring dashboard. Watch Demo"

Specific gaps

How to fill them



Quick note about subheads

Developing next-level people for the future of healthcare.

At HealthStream, we work side-by-side with healthcare organizations to ensure that their people are confident, competent and credentialed according to the highest possible standards.



Adds pixels and visual noise without adding value

Our Solutions



Clinical Development



Resuscitation

A full resuscitation solution to



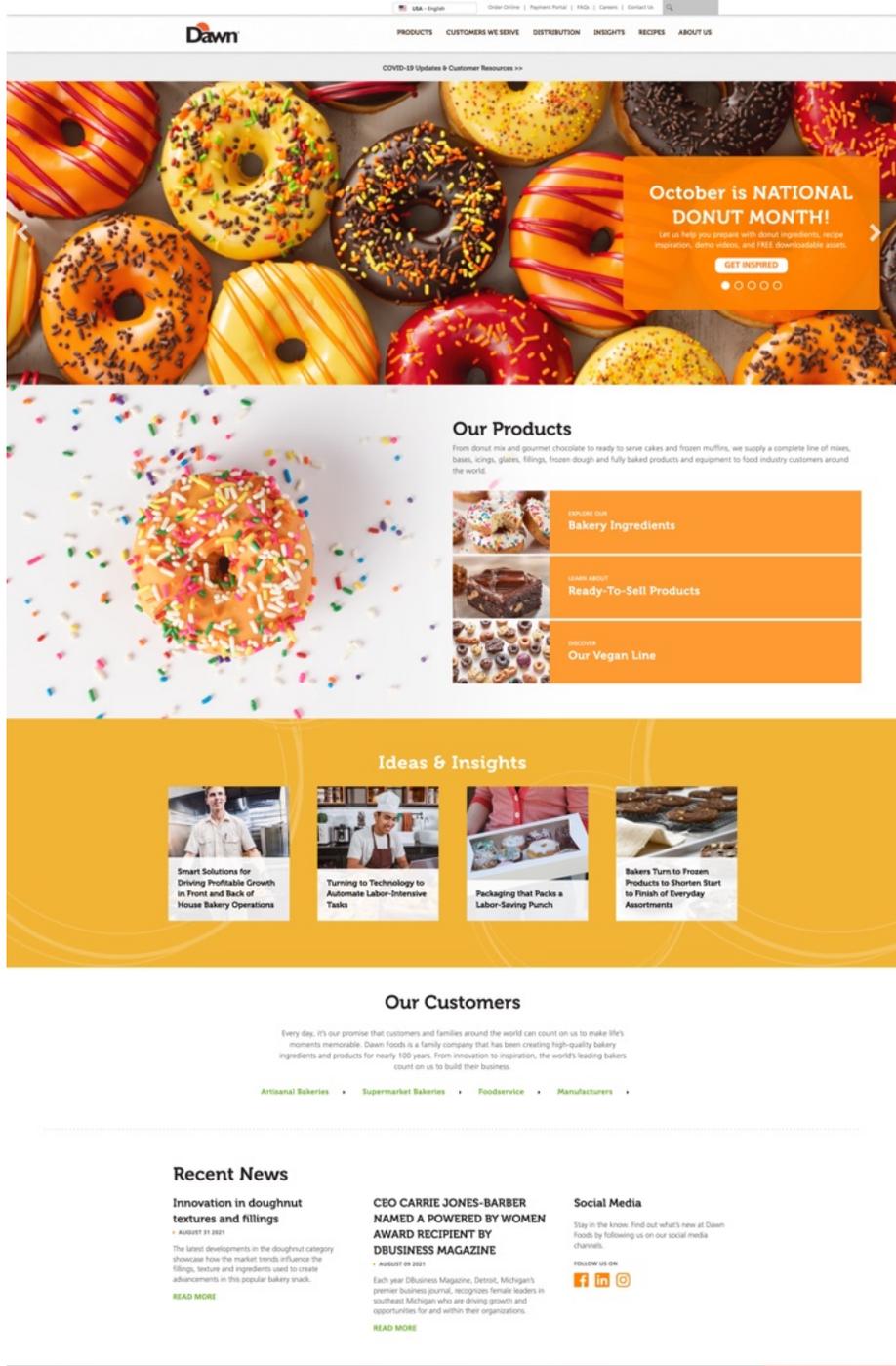
Credentialing

Delivers everything you need



Scheduling & Capacity



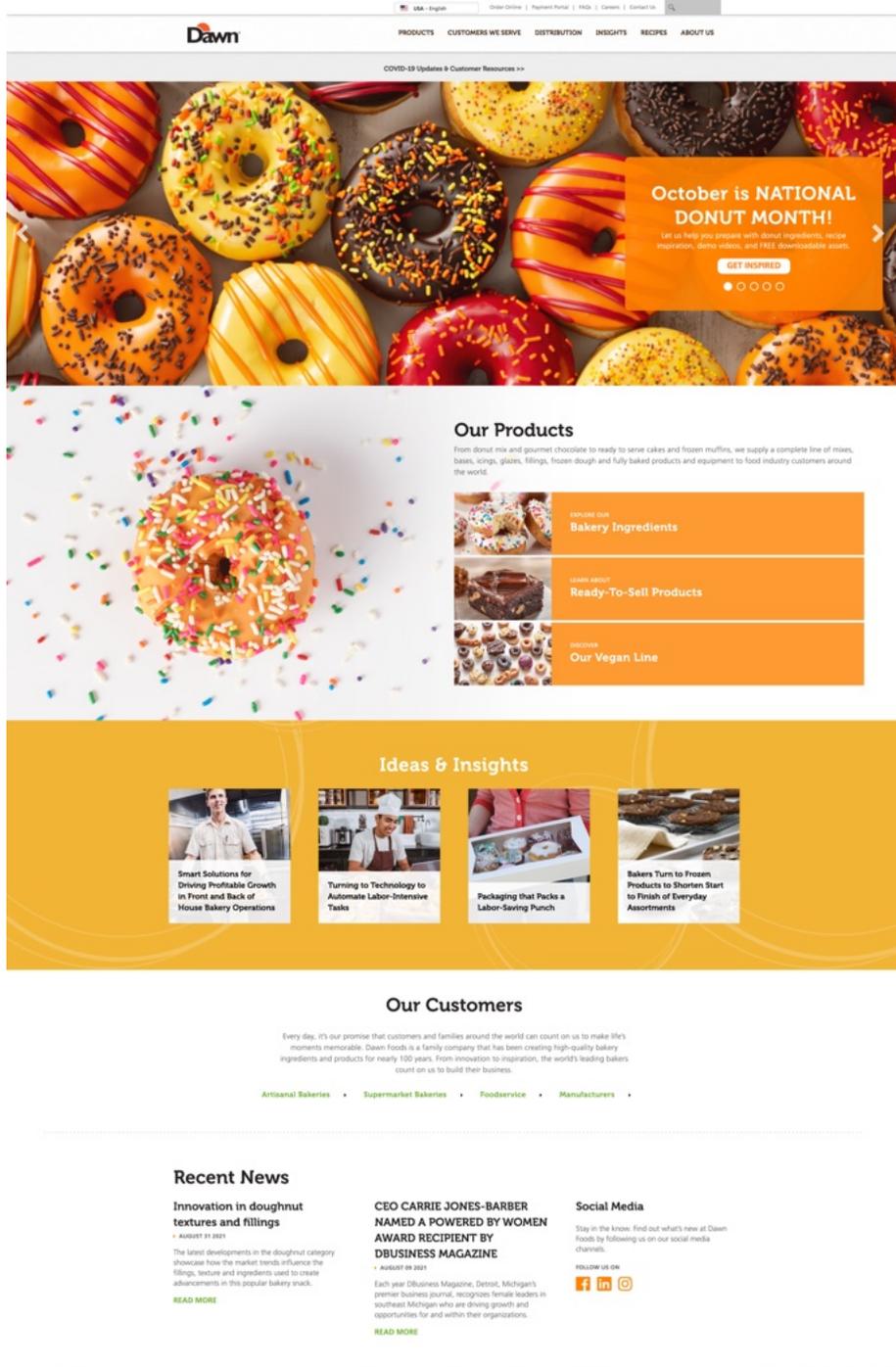


Subheads can be meaningful (and keyword-focused) too

← Our products

← Ideas & Insights

← Our Customers



Subheads can be meaningful (and keyword-focused) too

← ~~Our products~~
Our baking and pastry products

← ~~Ideas & Insights~~
New Ideas from Inside Our Bakery

← ~~Our Customers~~
100 Years of Quality Baking Ingredients

Meaningless Subheads

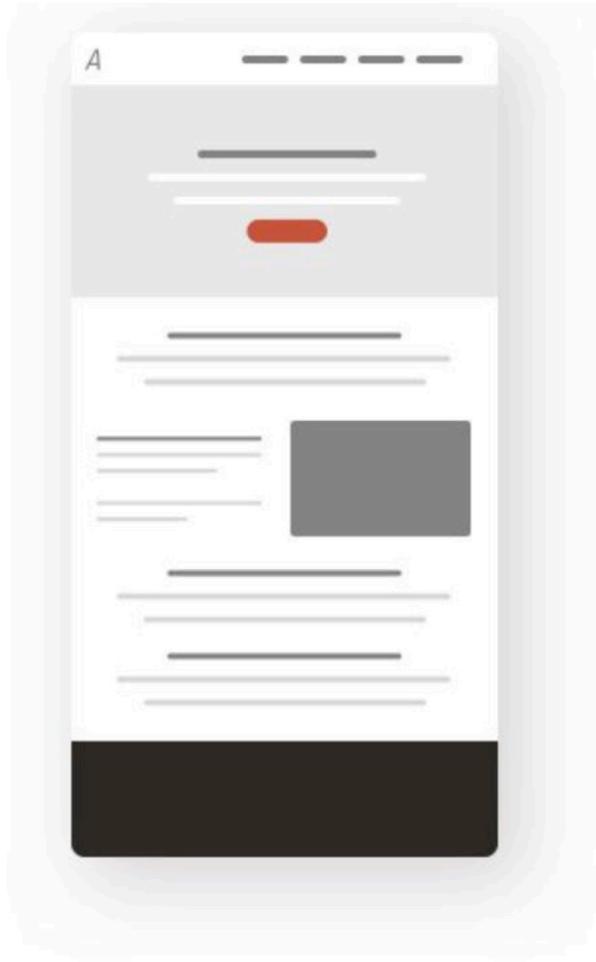
What to do instead...

1. Make H2s specific and descriptive
2. ...or just remove them completely
3. *Never miss a keyword opportunity!*

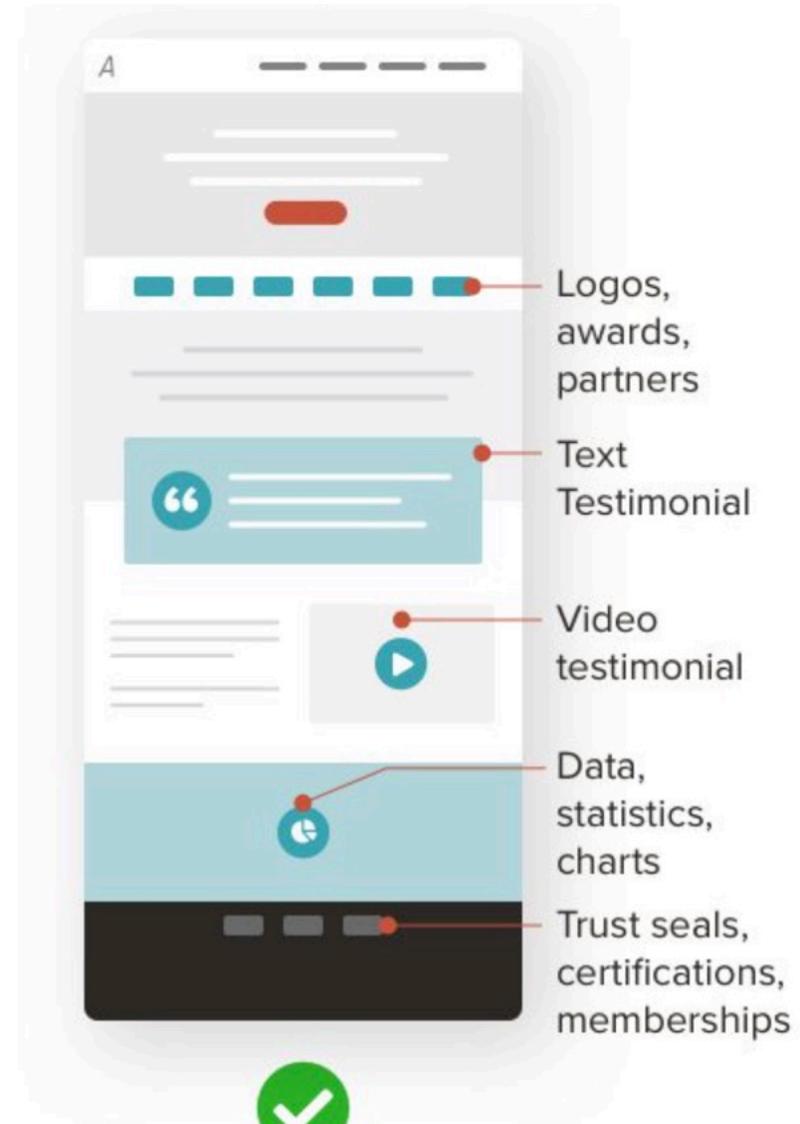


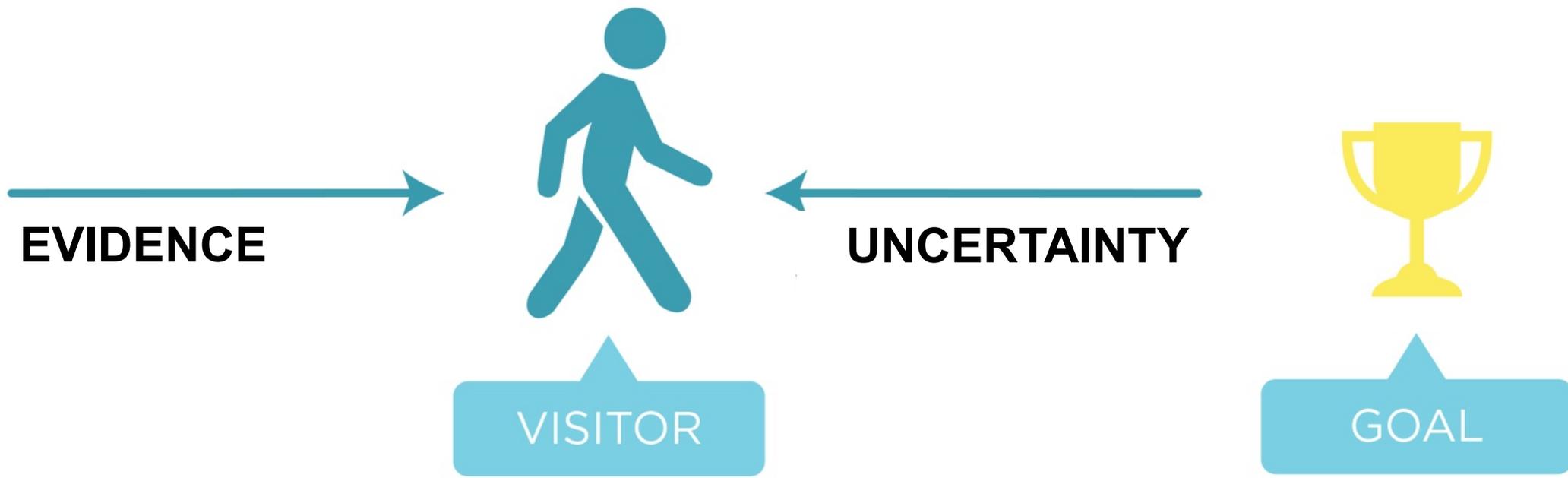
Add supportive evidence

Pile of unsupported marketing claims



Page filled with evidence







OUR TECHNOLOGY MAKES IT EASY

Using advanced technologies, Marpai (Mar pay) makes it easy for you to get the most from your health benefits, access top quality care and avoid excessive health costs. With Marpai behind your employer health plan, you have the tools to live better through better health, and achieve every **what will be** you dream about in your future.



EXCLUSIVE FEATURES TO HELP YOU PROSPER

Enjoy exclusive Marpai features to get ahead. With our advanced technology, we uncover proactive health opportunities and intervene early so you can avoid costly near-term health events. We protect you from overpriced, low-quality care by guiding you to high value in-network providers. We automatically help you stay on track with annual health visits and simplify everything with the myMarpai SMART app.

Watch Video

IT'S LIKE A GPS FOR YOUR HEALTH

With just a click you can show your digital health ID card, track spending and deductibles, see benefits, view claims, access telehealth, manage family care and more. The power of good health is in the palm of your hand.



KNOW MORE, FEEL GREAT, SPEND LESS

We aim to deliver the ultimate health plan experience so you can live better through better health. When your employer chooses Marpai to power the company health plan, they've chosen to give you the best-in-SMART health plan that improves your health and care quality while protecting you from excessive and avoidable costs. Good health never felt better.

Watch a Message from our CEO

WE'VE GOT YOU UNDER OUR WING

When you have your health, you have everything - you can be anything. What will you **what will be** with Marpai in your pocket, every **what will be** is up to you.

Sign up for the SMART Health Insights Newsletter



“Spend less on healthcare”

“Our technology makes it easy”

“Exclusive features help you prosper”

“Like a GPS for your health”

“Know more. Feel great. Spend less”



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← Unsupported claim

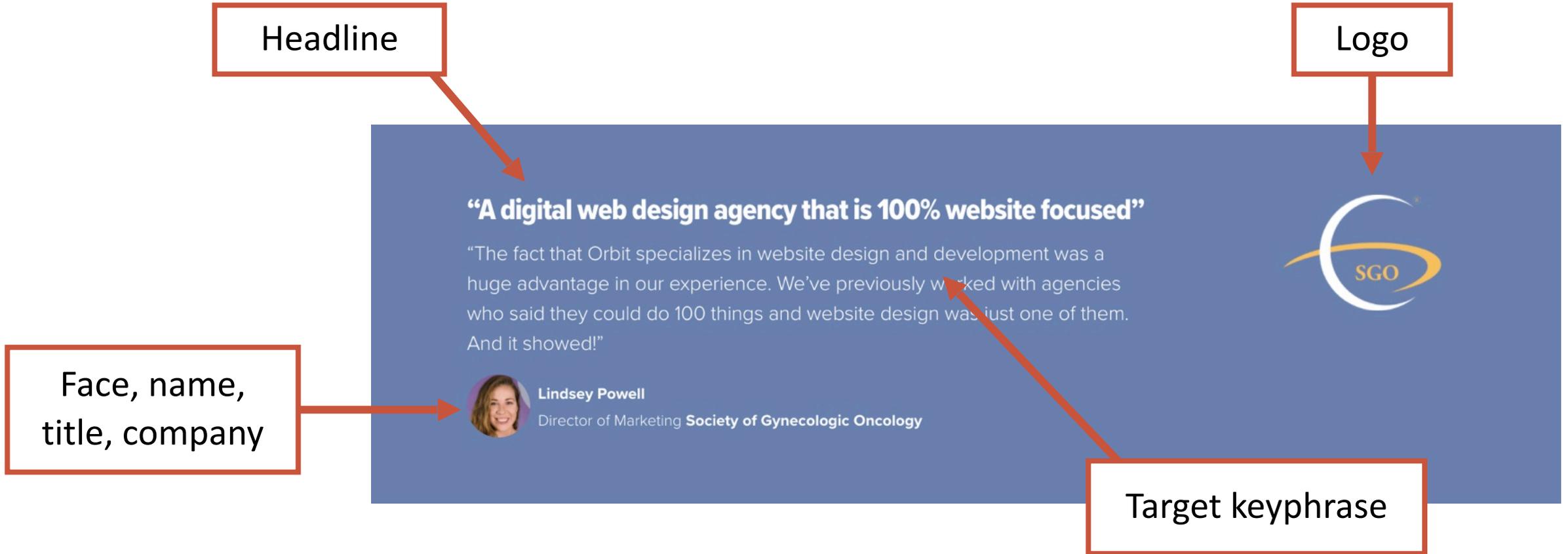
Types of evidence

- Testimonials
- Case studies / success stories
- Awards
- Certifications
- Client logos
- Years in business
- Size of operation
- Expert endorsements
- Number of happy customers
- As seen in media logos



Quick note about testimonials

Good testimonials



Great testimonials

Best soundbite

Video

Amy Mikel, MBA, Executive Director, Erikson Institute

“We found a partner that truly understood us”

“The idea of doing a website redesign for a higher education website can be daunting and overwhelming. With Orbit, we found a partner that truly understood us.”

*At Erikson Institute, we are a very small group, and we rely on outside partners to help deliver the expertise we need. Orbit’s team provided the bench of people we needed to achieve our goals. Since the launch, we have delivered a **45% increase** in newsletter signups, creating an engaging way to maintain relationships with Erikson.”*



Data, addresses top concerns

Name, title, company

Professional player
(not YouTube)

Bad Testimonials

Doesn't actually say anything

What Our Customers Are Saying

All but the first testimonial are hidden in the carousel

"My favorite part about working with Glanbia is the people, and the innovation. Always bringing us better. Better people, better ingredients, and better solutions."

Leading Natural Health Products Brand

Most compelling words are the small and buried deep



Pages and screens: Page path and screen class



Custom Jul 1, 2023 - Jan 11, 2024



28		46	38	1.21	26s	104
29		42	29			
30		41	5			
31		39	29	1.34	29s	117
32		36	24	1.50	1m 16s	97
33	/testimonials/	35	24	1.46	17s	77
34		35	23	1.52	48s	109
35		34	27	1.26	36s	96
36		34	27	1.26	30s	107
37		34	33	1.03	53s	135
38		33	29	1.14	1m 13s	84

Testimonials pages are not popular pages with visitors



Don't make unsupported claims

Use any kind of evidence you can find



Looking for Parts?

Safety Data Sheets

Customer Login

Select Region & Language

CONTACT A TRANE EXPERT

Find Your Trane Rep

Services

Products & Systems

Training & Support

Industries

About



Trane Commercial HVAC > Air Handling Solutions

AIR HANDLERS, TERMINAL DEVICES, VAV AND FAN COILS

Air Handling Solutions

From basic comfort cooling to a custom-designed part of a sophisticated AC system.

AIR HANDLING SOLUTIONS

Features

Products

Additional Tools

State of the art features

Incorporating the right airside products into a HVAC air handling system is a critical part of creating world-class performance. By helping you select the right air handling system, Trane can help address indoor air quality issues such as temperature and humidity, ventilation, mold, bacteria, other particulate matter, and noise.



Efficient

Designed with energy efficiency and sustainability in mind, our air handling products will help drive your operating costs down.



Comprehensive

With our broad portfolio range and custom capabilities we have products for nearly every application.



Serviceable

Ease of installation, maintenance and serviceability are key differentiators for Trane Air Handling Solutions.

Why should I trust this?
Is worth considering?

Screenshot

Prompt for checking supportive evidence



You are a conversion optimization expert, skilled at using evidence to support marketing messages. The most persuasive webpages use strong, credible evidence to reinforce their claims. Marketing claims are the assertions about the company's capabilities, results, approach, or value. Your task is to evaluate the extent to which the provided webpage uses supportive evidence and rate its effectiveness.

The following are types of evidence that build trust and correlate with conversions: client testimonials, client logos, case studies/success stories, success metrics/data/statistics, expert endorsement, awards, badges, trust seals, years in business and number of customers served, team credentials, association memberships, media mentions.

Step 1: Create a "Claims Support Table" showing which claims are supported and how well. For each row: • List the marketing claim, •

✔ Step 1: Claims Support Table

Marketing Claim	Rating (0–5)	Suggestions for Improvement
"State-of-the-art features"	2 🚫	No concrete data, user quotes, or endorsements. Include certifications, industry recognition, or performance metrics.
"Efficient, Comprehensive, Serviceable"	2 🚫	These are broad claims without proof. Add comparative energy performance data, coverage maps, or service testimonials.
"Application Expertise"	3 🟡	Lists product types and use cases, but lacks proof of successful implementations. Add client stories or before/after examples.
"Right system for your needs"	1 🚫	No supporting tools, testimonials, or expert advice to guide selection. Add a product finder or expert recommendation system.
"Helping reduce energy use and costs"	2 🚫	No numbers, no case studies. Add specific examples with measurable savings.
"Ease of installation and maintenance"	2 🚫	Needs validation. Add time-to-install averages, technician quotes, or third-party reviews.

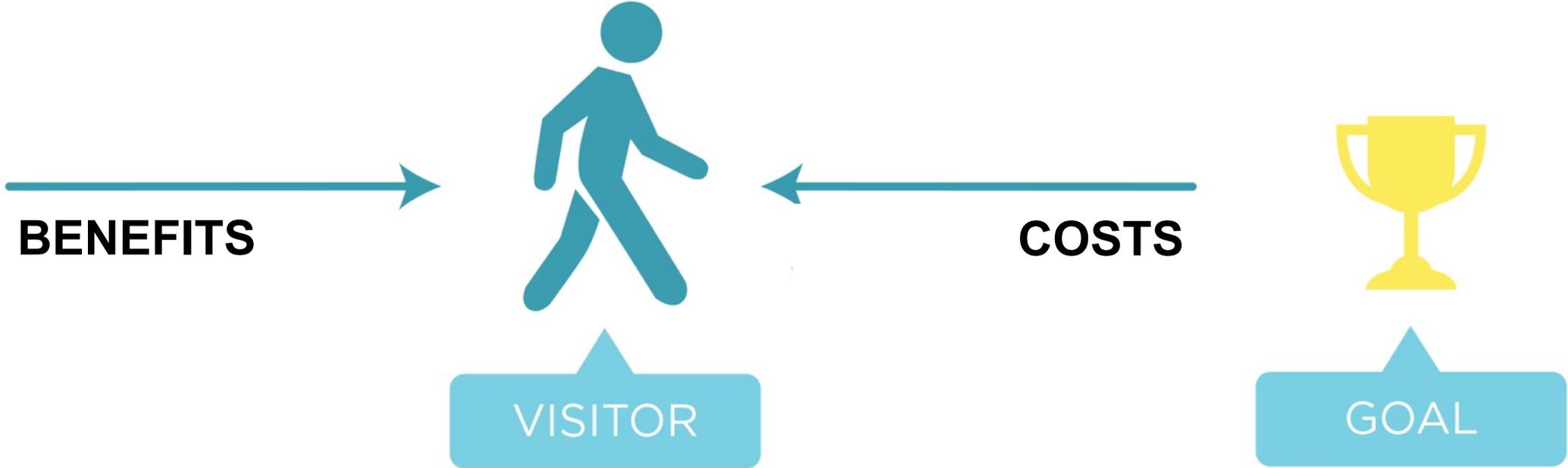
Can we do better?

✘ Step 3: List of Unsupported Claims

Weakly Supported Claim	What's Missing	Recommendation	Example Evidence
"State-of-the-art features"	Proof of innovation or third-party validation	Add performance test results, innovation awards, or expert reviews	"Named Top Innovation by ASHRAE Journal 2023"
"Efficient, Comprehensive, Serviceable"	Quantified performance or testimonials	Include product comparisons, user reviews, or service benchmarks	"Reduced HVAC downtime by 30% across 300+ installs"
"Helping reduce energy use and costs"	Measurable proof	Show before/after energy bills or kWh reductions from real clients	"Client saved \$12K in annual energy after installing Trane system"
"Right system for your needs"	Decision support or success stories	Embed product quiz, selector tool, or expert chat	"Answer 5 questions to find your best-fit air handler"
"Ease of installation and maintenance"	Installer insights or comparative timelines	Include quotes or stats from HVAC professionals	"Installs in 40% less time than competitors – HVAC Tech Survey 2024"
"We have tools to help you succeed"	Data on effectiveness or adoption	Show tool usage stats, case studies, or customer feedback	"Downloaded over 5,000 times with 4.7/5 satisfaction rating"

AI for creating calls to action

Low commitment, high specificity CTAs



Do this thing »

Contact Us

Is that a good call to action?

Zoo Design

Designing for Animal Wellness

What about this?

As a zoo design firm, we put the animals first with a focus on their wellness. We employ a holistic approach, accommodating the animal's physical needs and comfort while also enhancing their ability to thrive. We design exhibits and facilities that let animal species be the best and healthiest versions of themselves while living under human care.

This "inside-out" approach also prioritizes the keeper and curator research staff to preserve their safety and address ongoing needs. As cohesive and harmonious environments, our zoo designs also boost the visitor experience by naturally revealing unique educational opportunities. By providing expertise through a collaborative process, we create exceptional exhibits that are tailored to each zoo's individual culture as well as the community it serves.

Screenshot

Persona

Prompt for suggesting
calls to action



Zookeeper.pdf
PDF

You are a conversion copywriting expert skilled at creating high clickthrough rate Calls to Action (CTAs) for B2B lead generation websites. I'm giving you a buyer persona and a screenshot of a webpage. Create CTAs for the page

1. **Primary Navigation Button (Top-Right):** Write 5 short button text CTAs (1–3 words) that fits in the top navigation. Prioritize strong action verbs and clarity. It must feel low-friction and high-reward.

2. **Primary Hero CTA Button (Page Block):** Write 5 larger, primary button text CTAs for the main page block, such as the hero area. Beneath each buttons, include supporting subtext (kicker) that reassures or answers a likely objection or fear

3. **Secondary CTA ideas for soft conversions:** List 5 secondary CTA buttons or links for visitors who aren't ready to contact sales.

Better!

Zoo Design

Designing for Animal Wellness

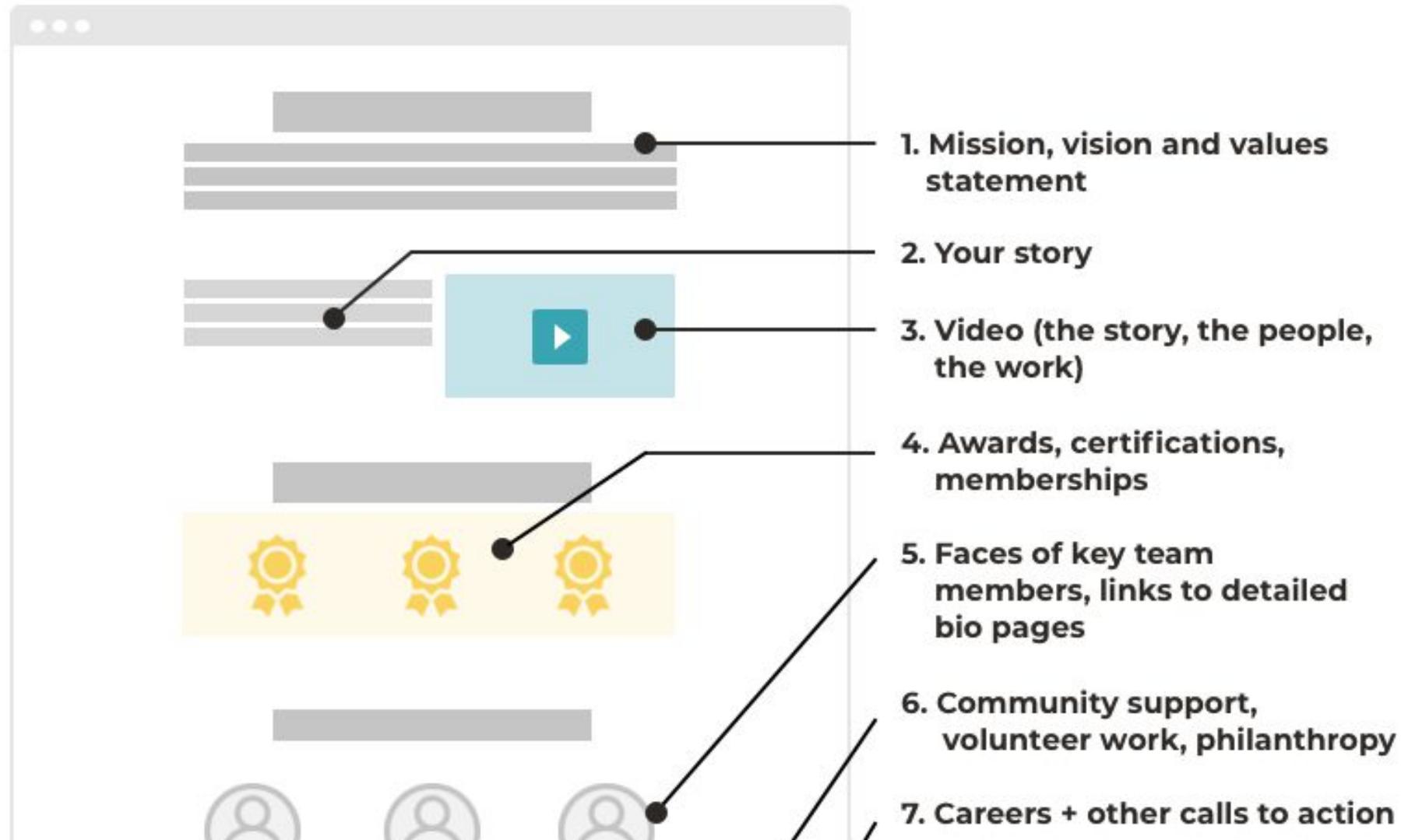
As a zoo design firm, we put the animals first with a focus on their wellness. We employ a holistic approach, accommodating the animal's physical needs and comfort while also

About Page Best Practices

Goals...

- Show your team, your values
- Tell the story of the brand

Elements of a High-Performing About Us Page



Page path and screen class		↓ Users	Sessions	Bounce	Average	Engaged	Engagement
Page path and screen class		↓ Views	Users	Views per user	Average engagement time	Event count All events	Key events All events
		42,939 100% of total	20,086 100% of total	2.14 Avg 0%	39s Avg 0%	126,173 100% of total	57,081.00 100% of total
1	/	11,488	8,454	1.86	19s	38,835	16,685.00
2	/about-us/	1,722	1,278	1.88	42s	9,621	4,504.00
3		1,651	1,282	1.29	44s	4,581	1,872.00
4		1,470	487	3.02	30s	4,492	1,983.00
5	/casestudies/	1,205	815	1.48	48s	2,571	1,512.00
6		660	427	1.55	35s	1,352	696.00
7		652	542	1.20	18s	1,624	835.00
8	/lets-talk/	570	498	1.14	12s	1,610	759.00
9		536	373	1.44	16s	1,456	705.00
10					1m 42s		

← About is the #2 page

Reduce Food Waste

Powerful predictive dashboards for smarter ordering for the food service industry

Boring, typical web copy



“Food waste is a global problem.”

“That’s why we started this company. We’re 100% focused on cutting food waste through predictive ordering.”

Rip Jackson, Founder

Personal expression of purpose





Time to fail “The French Test”

we... us... our...

Elements of an effective About Us page

1. What we do / who we serve
2. Team, people, leadership
3. The origin story
4. Mission, vision, values
5. Credibility / Proof



ABOUT THE YARCO COMPANIES

Could this tell our story better?

History



The Yarco story began in 1923 when two entrepreneurial brothers-in-law, Harry Cohn and Norman Yarmo, saw a need for professional property management services. The company's name - a combination of Yarmo and Cohn, embraced their dedication to successful partnership, and their shared values. Yarco's founders were committed to innovative execution of professional real estate services, the application of unsurpassed industry expertise, and to passionate community service. Today's leadership is committed to these founding principles.

Yarco's principals, Cliff and Jonathan Cohn, are a father-son team who have been working together for more than a quarter century. Cliff and Jonathan have a combined experience of more than 86 years in the industry. They are both actively engaged in all areas of Yarco's operation, and in customer, client and partner services. Jonathan has been leading the company as President and CEO since 2005. During Jonathan's time with Yarco, the company has grown by more than 20 fold. As the second and third generations of the Yarco family business, Cliff and Jonathan embrace the fundamental principles and character traits of Yarco's founders, upon which the firm's success has been built.



Screenshot



Recommended
outline

About Us page

Rules and guidelines
for responding

You are a senior B2B brand strategist and storytelling editor. Audit and improve a B2B About page so it feels human, specific, and credible (not like a generic services page). A strong About page should help visitors understand who the people are, why the company exists, what they believe, and why they're trustworthy.

I'm attached a screenshot of the page

Deliverables

1) Quick diagnosis: Explain the page's trust-building purpose, rank the primary audiences (buyers, candidates, partners/press, etc.), summarize what's working (humanity, clarity, credibility), and identify the biggest gaps (story, differentiation, proof, routing, next steps).

2) Best-practices alignment table (required): Rate the page on a 1–5 scale (1 = weak, 5 = strong), include evidence from the page, a short comment on the score, and a recommendation. | Best Practice | Rating (1–5) | Evidence from Page | Gap / Risk | Recommendation | Include rows for: top-of-page clarity (what we do / who we serve), visible people (leaders/team), origin story, values with proof,

Things the page
does well!

What this page is supposed to do (trust-building purpose)

This About page should help a visitor answer:

- Who are these people?
- Why has this company lasted?
- What do they believe and how do they operate?
- Can I trust them with properties, residents, projects, or a career?

Right now, the page **does establish age, footprint, and awards**, which supports trust.

But it underperforms on **human connection, story flow, and next-step routing**.

What's working (humanity, clarity, credibility)

Humanity

- Includes a **founding/history section** and a **leader photo** (good instinct; many About pages skip this).
- Mentions a **father/son leadership connection**, which is inherently human and memorable.
- Property imagery and company photos create a sense of "real places / real operations."

Clarity

- The page is clearly labeled "**About the Yarco Companies**".
- Section headings are straightforward: **History, Core Values, Regional Presence, Recent Accolades**.
- The regional footprint is easy to understand because of the **map**.

Credibility

- The page includes **awards/accolades** and photos of award moments.
- It shows a **regional presence map** (useful proof of scale/geographic reach).
- It includes **real property images** (helps show this is a real operator, not abstract claims).

Biggest gaps (story, differentiation, proof, routing, next steps)

1. Story gap: no strong “why we exist / what we do now” summary at the top

- The hero says “About the Yarco Companies,” but not what Yarco actually does, who it serves, or why it matters.
- A first-time visitor still has to infer the business category and value.

2. Human connection gap: too little visible leadership/team voice

- One leader image appears, but there are no **quotes**, no **short bios**, no **point of view**, no “how we work.”
- It feels informational, not conversational.

3. Values gap: values are listed but not evidenced

- The values list is fine, but it reads like a standard corporate list without examples.
- Visitors can’t see how values show up in decisions, service quality, resident experience, safety, or project execution.

4. Proof gap: credibility is narrow and dated-looking

- Awards help, but there’s limited proof tied to outcomes (client trust, portfolio scale, tenure, retention, resident outcomes, project delivery, etc.).
- The page leans on accolades more than operational proof or client confidence.

5. Routing gap: no audience-specific paths

- Buyers, candidates, partners, and press all land on the same page with no clear next action.
- There’s no “Talk with our team,” “Careers,” “Development,” “Property Management,” “Media contact,” etc. in-page routing.

Things the page could do better...

2) Best-practices alignment table (required)

Best Practice	Rating (1–5)	Evidence from Page	Gap / Risk	Recommendation
Top-of-page clarity (what we do / who we serve)	2	Hero headline says “ABOUT THE YARCO COMPANIES” over a building image	Page identity is clear, but business purpose and audiences are not quickly explained	Add a 1–2 sentence summary under hero: what Yarco does, where, and for whom
Visible people (leaders/team)	3	History section includes named leaders and a leadership photo	Only a small number of people shown; team feels limited to executives	Add a “Leadership / Team” block with names, roles, short bios, and one team photo
Origin story	4	History includes founding story, company completion, general	Story is dense and hard to structure	Rewrite into a short timeline or “Then / Now” story with 3–5 milestones
Values with proof	2	“Core Values” section lists values (integrity, accountability, teamwork, etc.)	Reads as a list without examples; weak trust impact	Pair 3–4 key values with examples, standards, or short stories
Credibility proof (results/examples/validation)	3	Awards list, award photo, regional map, large property image gallery	Mostly broad proof; limited outcome-based proof	Add operating metrics, project examples, resident satisfaction/process indicators, partner testimonials
Dialogue (quotes/video/thought leadership)	1	No visible quotes, no embedded video, no leader voice snippets	Page lacks a human voice and direct speech	Add a short founder/leader quote or 45–90 sec video near top

Maybe we should highlight the people more

Block 2: Leadership / people

Block goal: Put faces and names near the top so the company feels human and accountable.

Key messages

Key messages

- Real leaders with continuity and industry experience
- Hands-on involvement
- Stewardship across generations

Proof to include

- Names + titles
- Years of experience (only if verified)
- Short role descriptions

Visuals to include

- Existing leadership photo (larger)
- Optional group/team image

Edited draft copy

Possible copy

Leadership with long-term perspective

Yarco's leadership team combines deep industry experience with day-to-day operational involvement. As a multi-generational business, we focus on preserving what has worked—integrity, accountability, and partnership—while improving how we serve residents, owners, and communities.

CTA / micro-CTA

- **Meet Our Leadership Team** (if a team page exists)

2) Best-practices alignment table (required)

Best Practice	Rating (1–5)	Evidence from Page	Gap / Risk	Recommendation
Top-of-page clarity (what we do / who we serve)	2	Hero headline says "ABOUT THE YARCO COMPANIES" over a building image	Page identity is clear, but business purpose and audiences are not quickly explained	Add a 1–2 sentence summary under hero: what Yarco does, where, and for whom
Visible people (leaders/team)	3	History section includes named leaders and a leadership photo	Only a small number of people shown; team feels limited to executives	Add a "Leadership / Team" block with names, roles, short bios, and one team photo
Origin story	4	History includes founding story, founder names, year, company name origin, generational continuity	Story is dense and hard to scan; little narrative structure	Rewrite into a short timeline or "Then / Now" story with 3–5 milestones
Values with proof	2	"Core Values" section lists values (integrity, accountability, teamwork, etc.)	Reads as a list without examples; weak trust impact	Pair 3–4 key values with examples, standards, or short stories
Credibility proof (results/examples/validation)	3	Awards list, award photo, regional imagery	Mostly broad proof; limited	Add operating metrics, project examples, resident satisfaction/process indicators, partner testimonials
Dialogue (quotes/video/thought leadership)	1	No video, no leader voice snippets	and direct speech	Add a short founder/leader quote or 45–90 sec video near top

Maybe we should talk about our values more

Block 4: What we believe (Values in action)

Block goal: Move from abstract values to believable behaviors.

Key messages

Key messages

- Values are operating standards, not slogans
- These values shape hiring, service, and decisions

Proof to include

- 3–4 examples of values in practice (training, safety, service standards, community involvement, internal recognition)
- If available: award/program evidence tied to values

Visuals to include

- People at work / community event photos (better than another property-only image)

Edited draft copy

Possible copy

Values in action

Our values guide how we work with residents, partners, and each other. We hold ourselves to standards of integrity, accountability, teamwork, and community commitment—and we expect those standards to show up in everyday decisions, not just on a page.

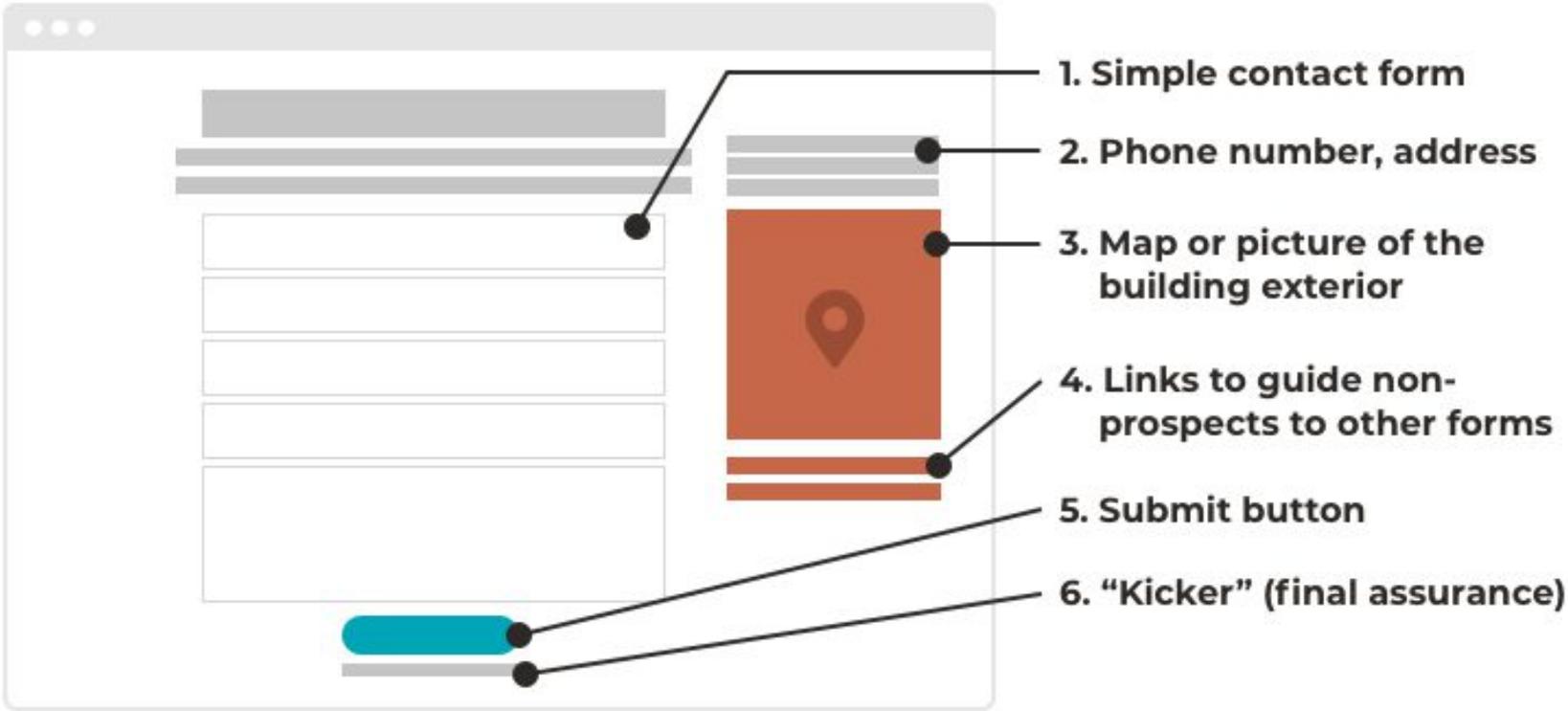
(Add 3–4 examples here, such as training, service practices, recognition programs, or community involvement.)

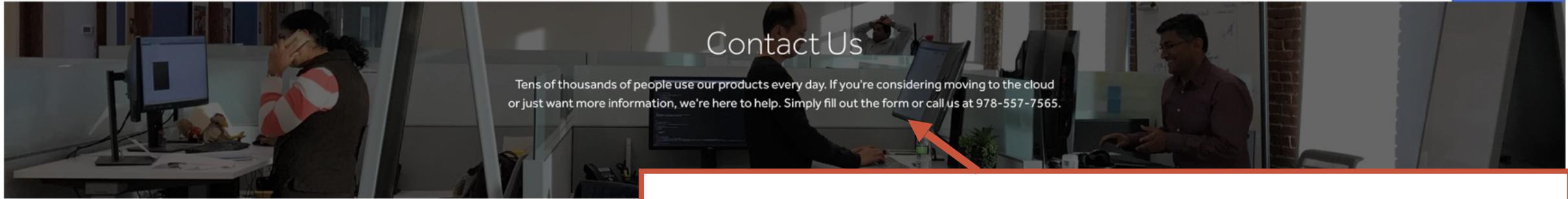
Contact Page Best Practices

Goals...

- Share contact information
- Convert the visitor into a lead!

Elements of a High-Performing Contact Page





Contact Us

Tens of thousands of people use our products every day. If you're considering moving to the cloud or just want more information, we're here to help. Simply fill out the form or call us at 978-557-7565.

Tens of thousands of people use our products every day. If you're considering moving to the cloud or just want more information, we're here to help.

Tell us about

Name*

Phone Number

Job Title

What can we do for you?

- Schedule a demo
- Learn more about Blacksmith products
- Other

Anything Else We Need to Know?

Additional Comments

We can't wait to chat with you. You'll be hearing from us soon.

Get a Quick Demo

You are about to learn how **20,000+ CPG pros manage \$10B in trade spend**. Just share a bit about yourself and we'll be in touch within 24 hours.



Shelley Fow
Director of PreSales

First name* Last name*

Work Email* Phone number

Company* Job Title

You are about to learn how **20,000+ CPG pros manage \$10B in trade spend**. Just share a bit about yourself and we'll be in touch within 24 hours.

Request a Demo >

Great Companies Use Our Trade Solutions



BEFORE

Tens of thousands of people



AFTER

20,000+ CPG pros



Watch Session Recordings

Filters Segments Last 30 days Save as segment

Summarize recordings

Sort All recordings Favorite recordings

4 LIVE USERS

Recording entry details: Entry: .../blog/how-to-design-button/ 09:51 PM May 24. Referrer: www.google.com. Duration: 05:46 Clicks: 0 Pages: 1. User ID: 1m4qfwj, Philippines, Windows, PC.

Recording entry details: Entry: .../blog/website-terminology/ 09:48 PM May 24. Referrer: www.google.com. Duration: 00:47 Clicks: 0 Pages: 1. User ID: 1edt1p8, Malaysia, Windows, PC.

Recording entry details: Entry: .../blog/perfect-profile-pictures-9-ti... 09:40 PM May 24. Referrer: www.google.com. Duration: 00:42 Clicks: 0 Pages: 1. User ID: bfm4t, United States.



Watch recordings

Select one from the list



Our Company : [Our Brands](#)

High Purity Process and Chemical Piping & Drainage Solutions



CATALOGS

[Acid Waste/DWV](#) ▶

[High Purity](#) ▶

[Tanks, pH Monitoring Systems & Sinks](#) ▶

APPLICATIONS

[High Purity Process](#) ▶

[Chemical Waste Disposal](#) ▶

[Waste Neutralization](#) ▶

PRODUCTS

[High Purity Piping & Lab Accessories](#) ▶

[Chemical Waste Drainage & Vents](#) ▶

[Drainage Tanks & System Monitoring](#) ▶

[Joining Tools & Accessories](#) ▶

A B2B service page

A call to action



The form

Tell us about your project and one of your local experts will contact you.

* **First Name**

* **Last Name**

* **Company Name:**

* **Email**

* **Job Role:**

* **Phone Number:**

* **Postal Code:**

* **Country:**

* **Project Type:**

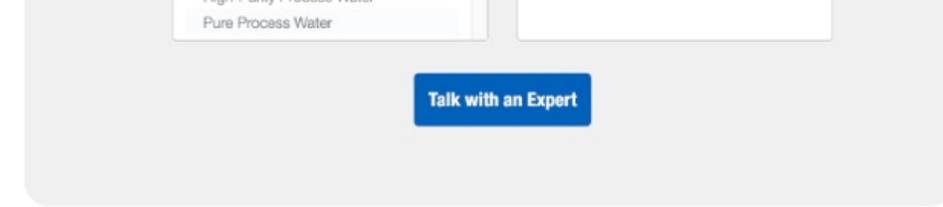
* **Industry:**

* **What applications are you interested in?**

Additional comments about your project:

[Talk with an Expert](#)

Screenshot of the Contact page.



Check for microcopy

Text of the CTA

Suggest new above-the-fold content

Message mismatch?

You are a senior B2B brand strategist and conversion-focused UX copy editor. Audit and improve a B2B Contact / Request a Demo page for clarity, trust, low friction, and form completion. I'm giving you a screenshot of a contact page. The button/link that brought the user here: "Talk to an expert"

Create the following deliverables:

1. Quick diagnosis

What conversion the page is driving, what's working, and the biggest gaps (friction, proof, reassurance, CTA, next steps).

2. Message-match + page audit (with table)

Check whether the page matches the CTA promise and rate key elements (1-5) in a markdown table: headline match, above-the-fold

The audit

Biggest gaps (highest impact)

- **Message mismatch with "Talk to an expert"**: The page feels like a long qualification form, not a quick conversation request.
- **Too much friction above the fold**: Many required fields (including phone, postal code, country, job role, industry, project type, applications) create a high effort start.
- **Weak reassurance**: No privacy reassurance, no response time, no "what happens next," no spam/no obligation language.
- **No proof/trust signals**: No logos, credentials, customer count, certifications, or short proof line near the form.
- **Low human connection**: "Local experts" is mentioned, but no name, team photo, or human cue.
- **CTA ambiguity**: "Talk with an Expert" sounds immediate/synchronous, but the page copy says someone will contact you later.

2) Message-match + page audit (with table)

Message match assessment (CTA clicked: "Talk to an expert")

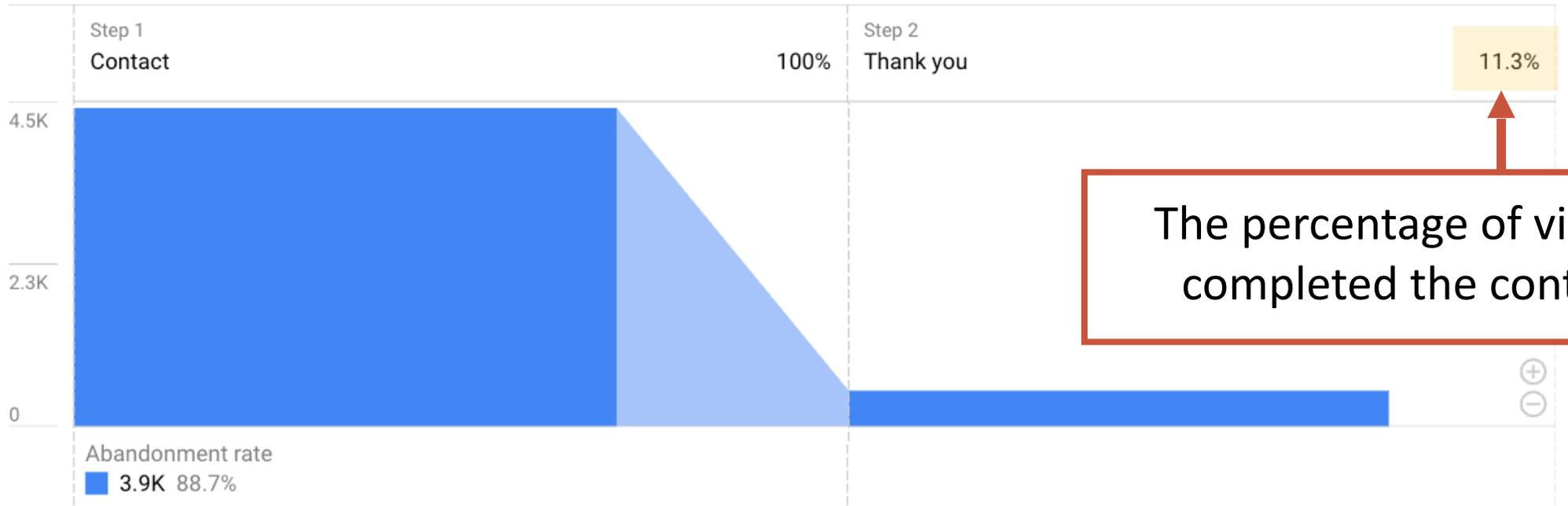
Partial match (2.5/5).

The page does reference expert contact ("one of your local experts will contact you"), which supports the promise. But the experience feels like a **detailed lead intake form** rather than a low-friction path to talking with someone. Visitors expecting a quick call/demo request may feel slowed down.

Page audit table

Element	Rating (1–5)	Evidence from page	Gap / Risk	Exact recommendation
Headline match	3	Headline says: “Tell us about your project and one of your local experts will contact you.”	Matches expert follow-up, but not the immediacy implied by “Talk to an expert.”	Rewrite headline to confirm both outcomes: expert help + quick follow-up. Example: “Talk with a water treatment expert about your project” with response-time expectation.
Above-the-fold clarity / value	2	Only a generic headline + form. No value statement, no reason to complete, no scope of help.	Visitors don’t know what kind of help they’ll get (advice, quote, sizing, demo, consultation).	Add 1–2 lines clarifying what the expert will help with (application fit, design guidance, quote, next steps).
Form simplicity	1	Large multi-field form with many required fields, dropdowns, and a multi-select application list.	High abandonment risk, especially for top-of-funnel visitors. Feels heavy before trust is earned.	Start with a short form (name, work email, company, project need/comments). Move routing fields to step 2 or follow-up.
Field order	2	Asks for detailed qualification fields early (job role, postal code, country, project type, industry, applications) before establishing trust.	Front-loads effort and cognitive load.	Sequence by ease/value: contact basics first, project summary second, optional routing fields last.
CTA clarity	3	Button says “Talk with an Expert.”	Action-oriented, but may imply immediate live chat/call while actual	Keep button intent strong but align with follow-up timing. Example: “Request Expert Consultation” or “Get Expert Guidance” + next-step microcopy.

Did it work? Create a funnel exploration in GA4



The percentage of visitors who completed the contact form

Step	Users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
1. Contact	4,434 (100%)	11.3%	3,933	88.7%
2. Thank you	501 (11.3%)	-	-	-

Mobile Form Optimization

Does each field use the right keyboard?
Is the phone number tappable?



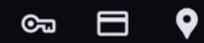
Your generosity propels us forward.
Your dedication maintains our momentum.



Phone number (optional)

Address *

+ add address 2



1 2 3 4 5 6 7 8 9 0
Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

?123 , 😊 [space] . ←

Wrong keyboard



Best practices for mobile forms

- No unnecessary fields
- Form field have the right keyboards
- Phone numbers are tappable
- Clear expectations for next steps



Your Gift Today Helps Build Healthier Futures for Every Child

As a nonprofit medical center and one of Chicago's top children's charities, Ann & Robert H. Lurie Children's Hospital of Chicago depends on the generosity of our donors to help us fund exceptional, kid-friendly care along with pet therapy visits, in-hospital summer camp, travel vouchers and school services. Make your most generous gift today.

Gift Type

One-Time Gift	Monthly Gift
----------------------	--------------

Gift Amount

\$25	\$50	\$100
\$300	\$500	\$1000

HTML of the page



Donate _ Lurie Children's.html
File



Tap-to-dial phone numbers

Unnecessary fields

User alignment

You are a mobile usability expert, skilled at improving mobile forms. Auditing this web page and its form. I'm giving you the HTML for a page with a form.

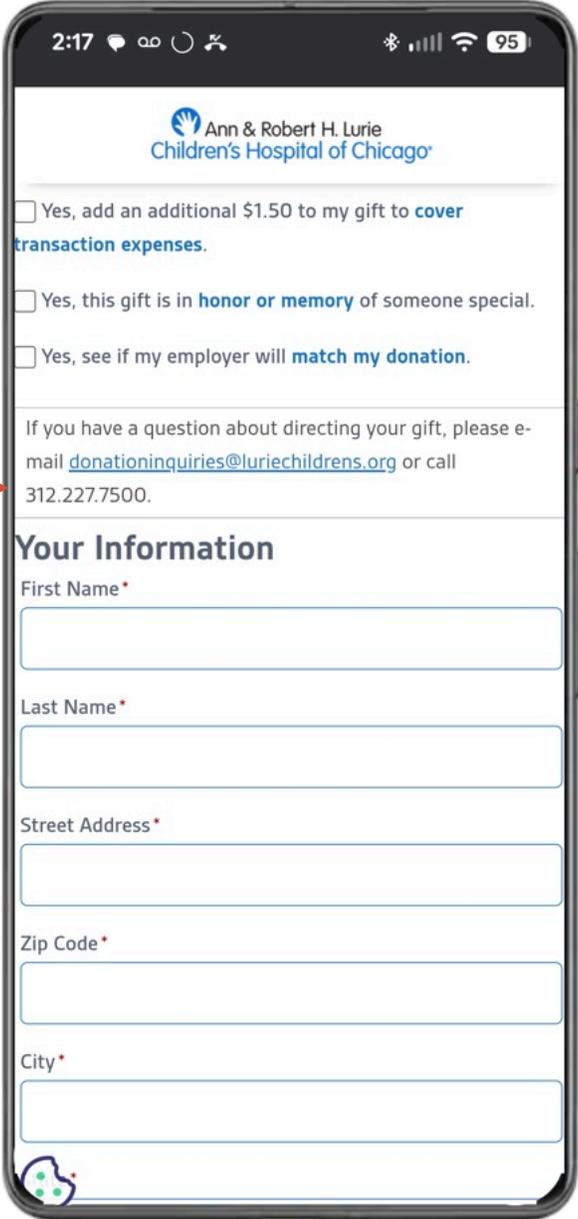
First, infer the primary user intent for this page (for example: contact request, donation, event registration, sponsorship inquiry). Then scan the HTML attributes to determine whether each field triggers the most appropriate mobile keyboard for iOS Safari and Android Chrome. Base your assessment on input type, inputmode, pattern, autocomplete, textarea vs input, and select elements.

Produce a single table with the following columns only: | Field label | Expected mobile keyboard | Observed or inferred keyboard | Pass / Fail | Necessary for user intent? (Yes / No / Unclear) | Notes |

Field label	Expected mobile keyboard	Observed or inferred keyboard	Pass / Fail	Necessary for user intent? (Yes / No / Unclear)	Notes
Payment Type (select)	Native picker (no keyboard)	Native select picker	Pass	Yes	10 opti Pay, W some s
Gift Type (radio)	No keyboard (tap selection)	No keyboard	Pass	Yes	Appro
Gift Amount (radio buttons)	No keyboard (tap selection)	No keyboard	Pass	Yes	Creai patt
Gift Amount – Other (text)	Numeric / decimal keypad	Standard text keyboard	Fail	Yes	Shoul and/or errors.
Cover Expenses (checkbox)	No keyboard	No keyboard	Pass	Yes	Option
Gift in Honor (checkbox)	No keyboard	No keyboard	Pass	Unclear	Option conditi
Tap-to-dial phone number	N/A (tel: link)	Not present	Fail	No	No ph link found in the provided markup.

Phone number not tappable

Wrong keyboard





F Donation Start +

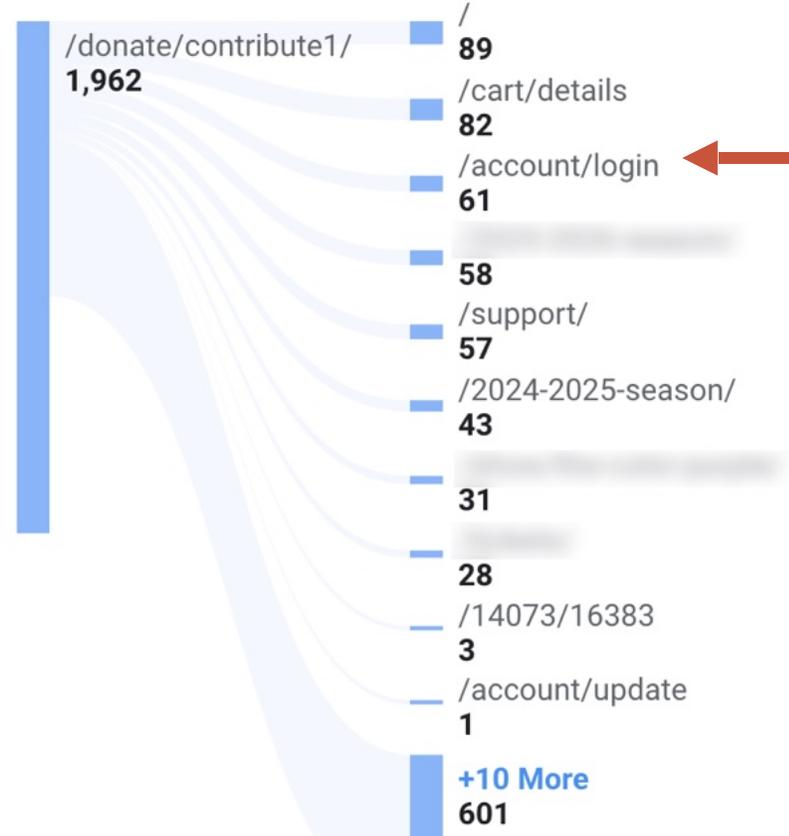
Start over ↶ ↷ ⬇️ 👤 ⓘ

All Users

STARTING POINT

STEP +1 ✎

Page path and screen... → Page path and screen...

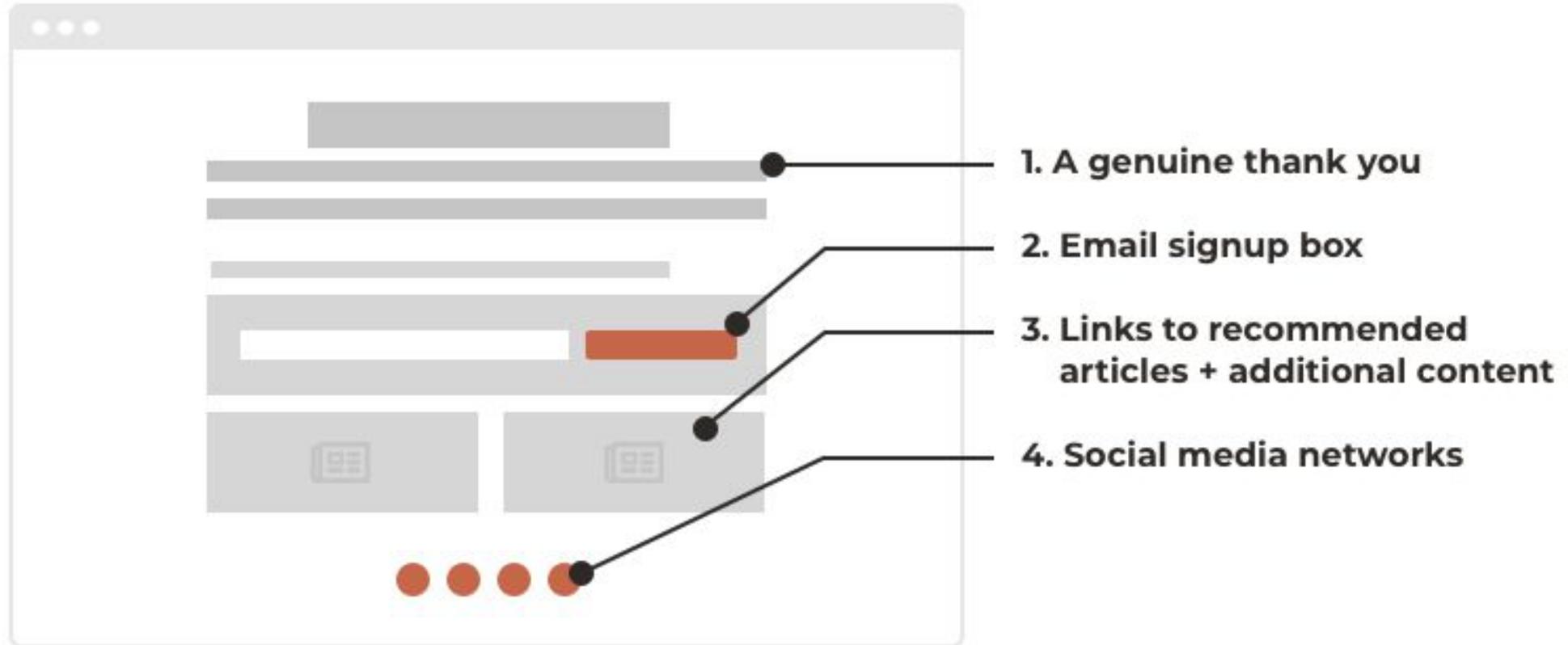


Current completion rate: 3%
(97% drop-off rate)

Thank You Page Best Practices

One final tip!

Elements of a High-Performing Thank You Page



Thanks for reaching out!

One of our Web Strategists will get back to you within 1 business day, usually sooner.

Want to level up your marketing? Get our best advice, every 2 weeks

Every other week, we send out our best tips and tricks from the Orbit blog. If you have five minutes and want to improve your marketing skills, subscribe below.



Email Address *(Required)*



Sign me up

By clicking the button below, you are agreeing to our [Privacy Policy](#).

The thank you page has a newsletter signup field

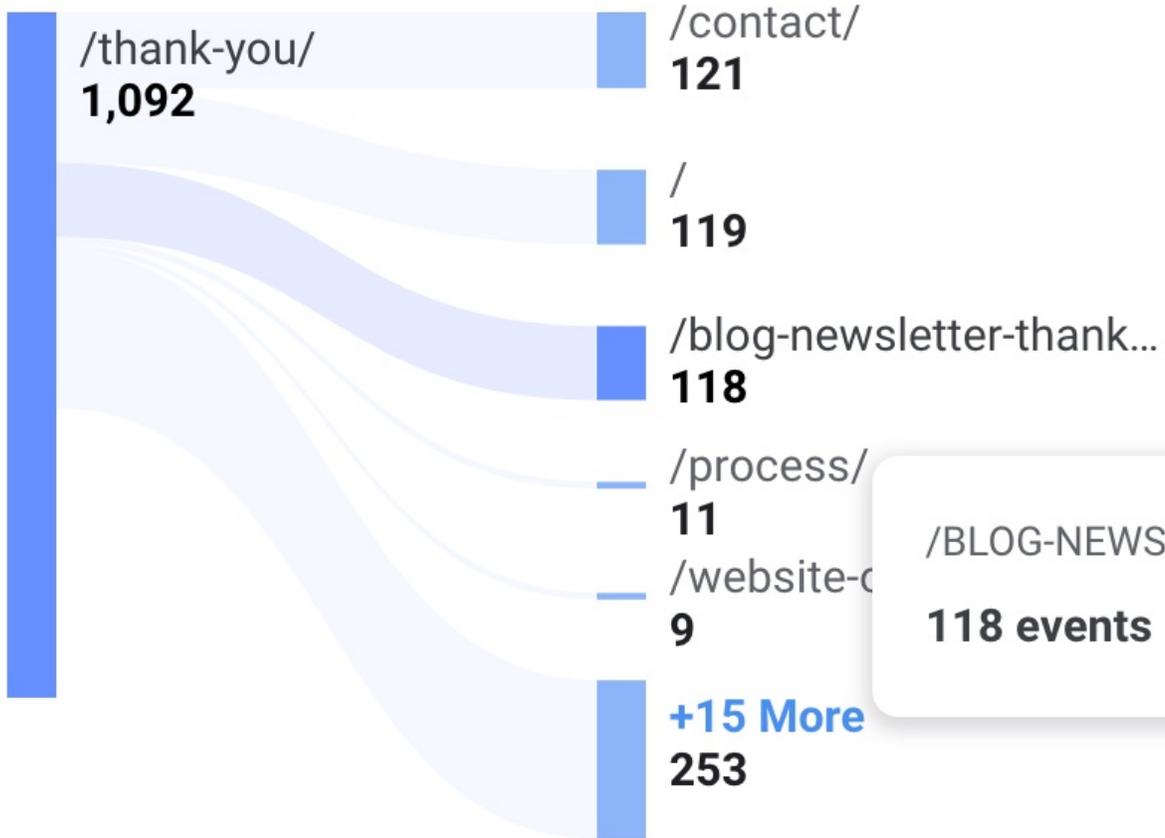
STARTING POINT

STEP +1 

 Page path
and scree...



 Page path
and scree... 



/BLOG-NEWSLETTER-THANK-YOU-PAGE/

118 events



11% of new leads subscribe
to the newsletter!



Deconstructing a website visit

The interaction between the content and the visitor



“What does this company do?”

“How do they do it?”

“Can they do it for me specifically?”





“Am I in the right place?”





“Not sure what they do exactly.”





“Not sure what they do exactly.”



“OK. I see they do what I need.”





“Not sure what they do exactly.”



“OK. I see they do what I need.”



...





“Not sure what they do exactly.”



“OK. I see they do what I need.”

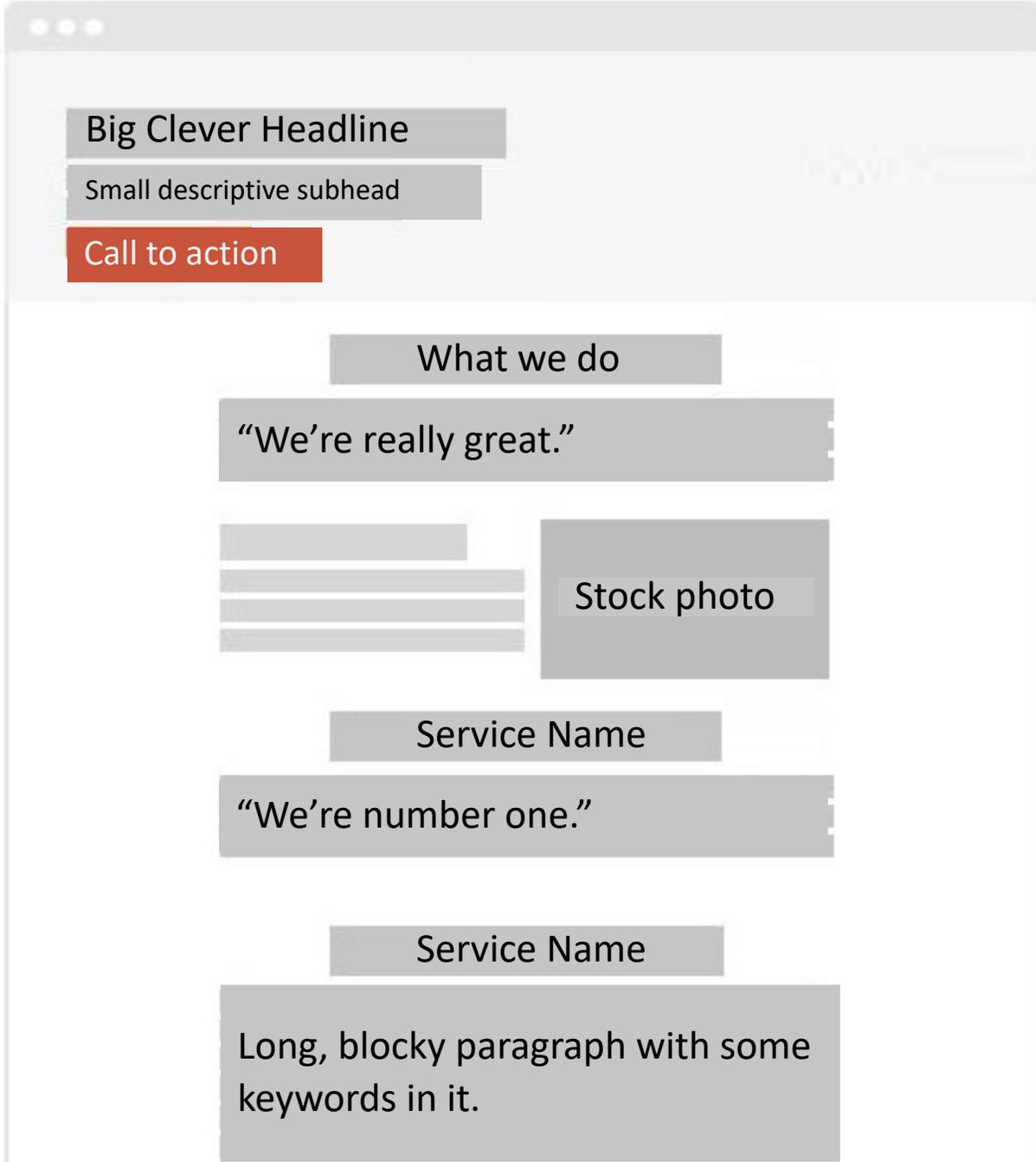


...



“Not sure if they can do it for me”





“Not sure what they do exactly.”



“OK. I see they do what I need.”



...



“Not sure if they can do it for me”



“I don't really have time to read all this.”





Let's try that again...

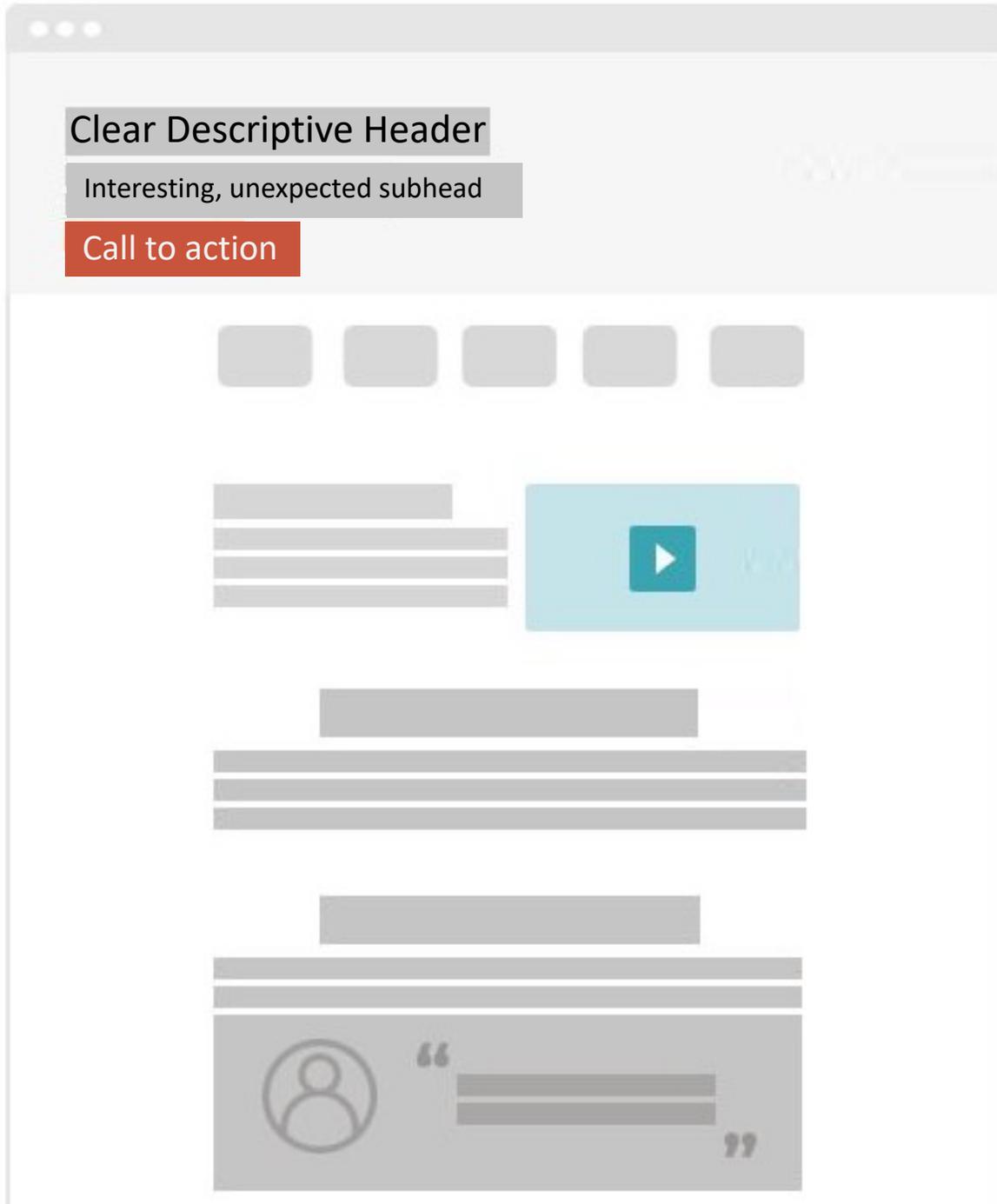


“What does this company do?”

“How do they do it?”

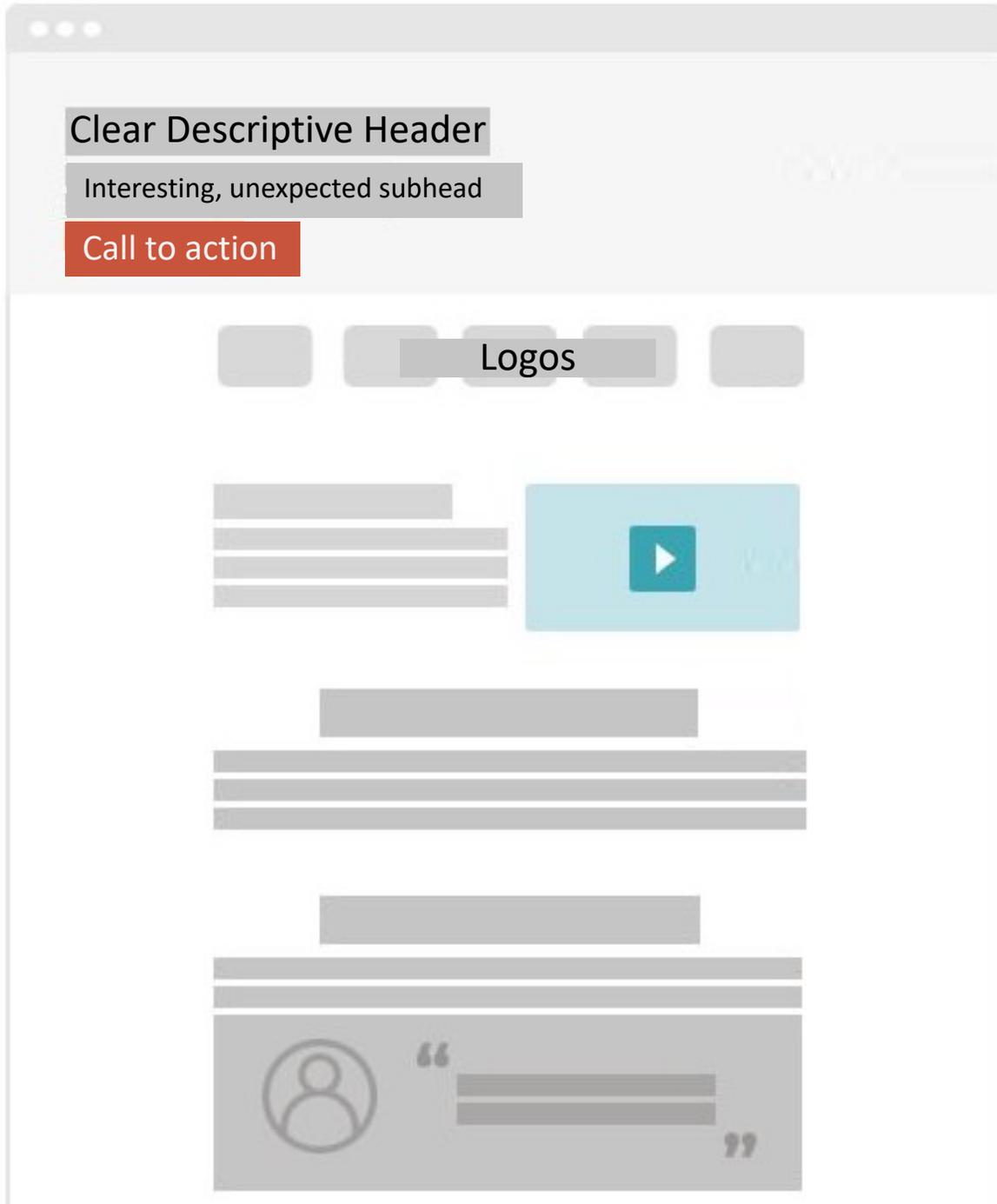
“Can they do it for me specifically?”





“They do what I’m looking for.”





“They do what I’m looking for.”



“Clearly, they do it for
real companies.”





“They do what I’m looking for.”

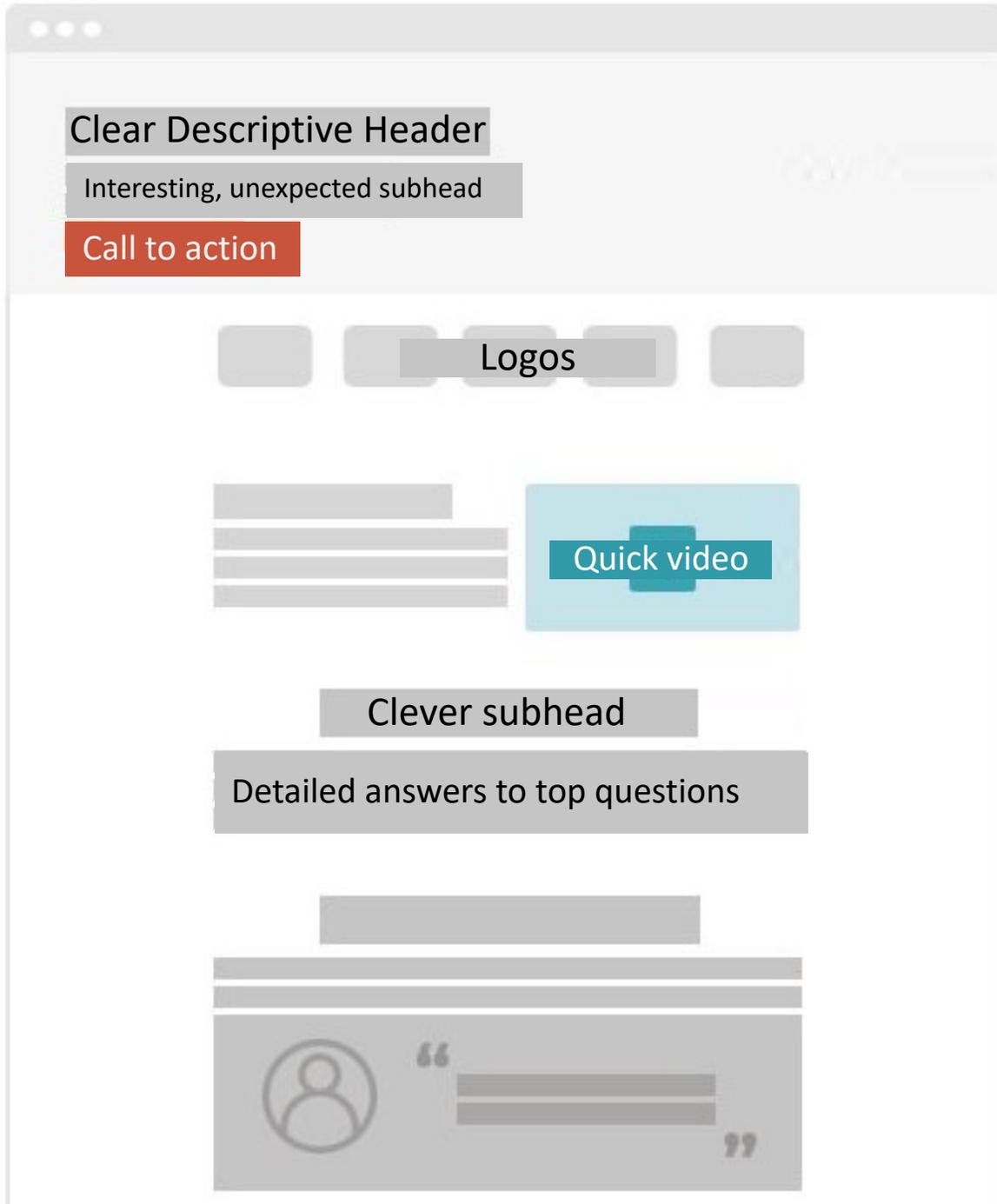


“Clearly, they do it for real companies.”



“Ah. Their approach looks interesting / thoughtful.”





“They do what I’m looking for.”



“Clearly, they do it for real companies.”

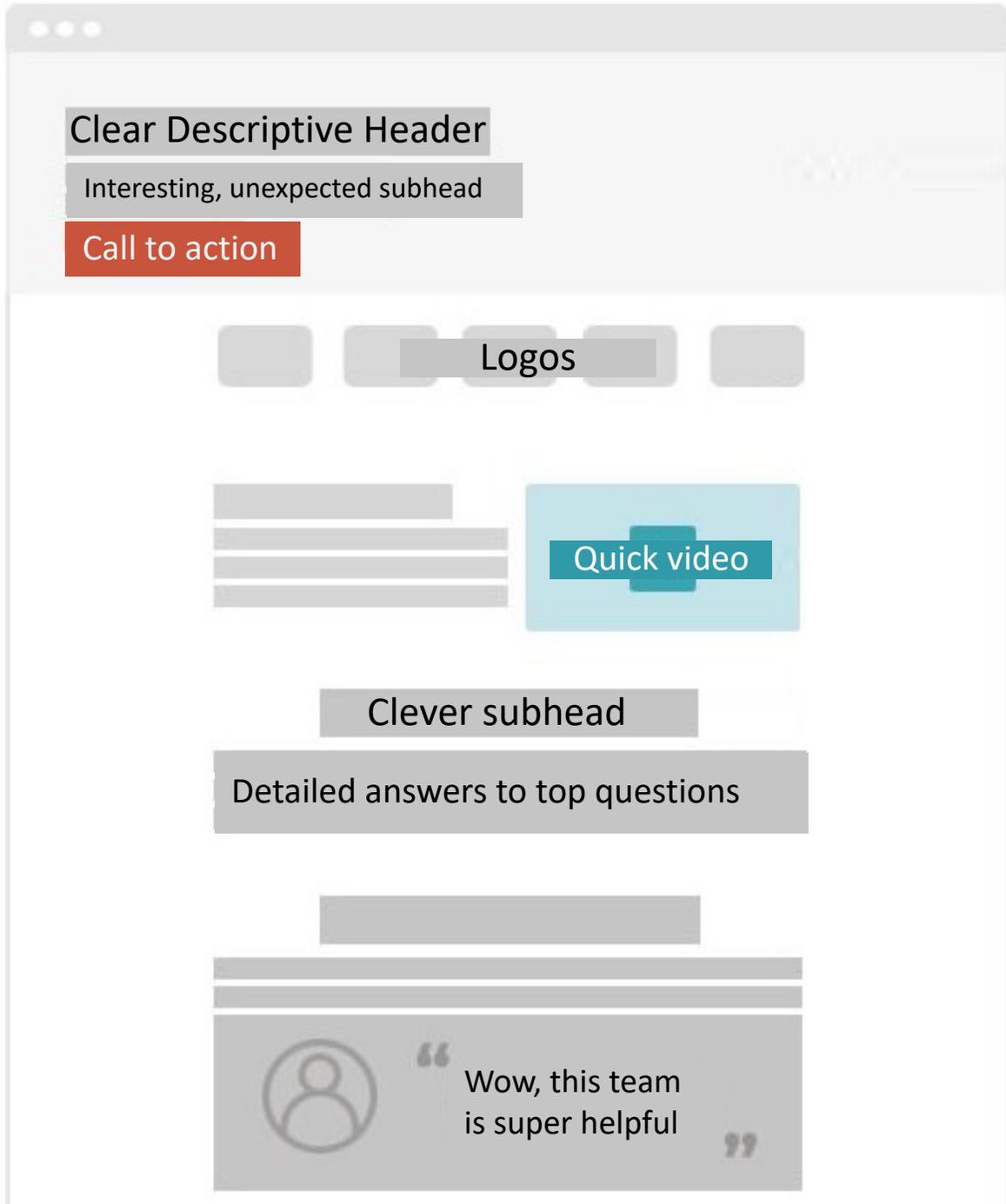


“Ah. Their approach looks interesting / thoughtful.”



“Looks like they could help with my specific needs.”





“They do what I’m looking for.”



“Clearly, they do it for real companies.”



“Ah. Their approach looks interesting / thoughtful.”

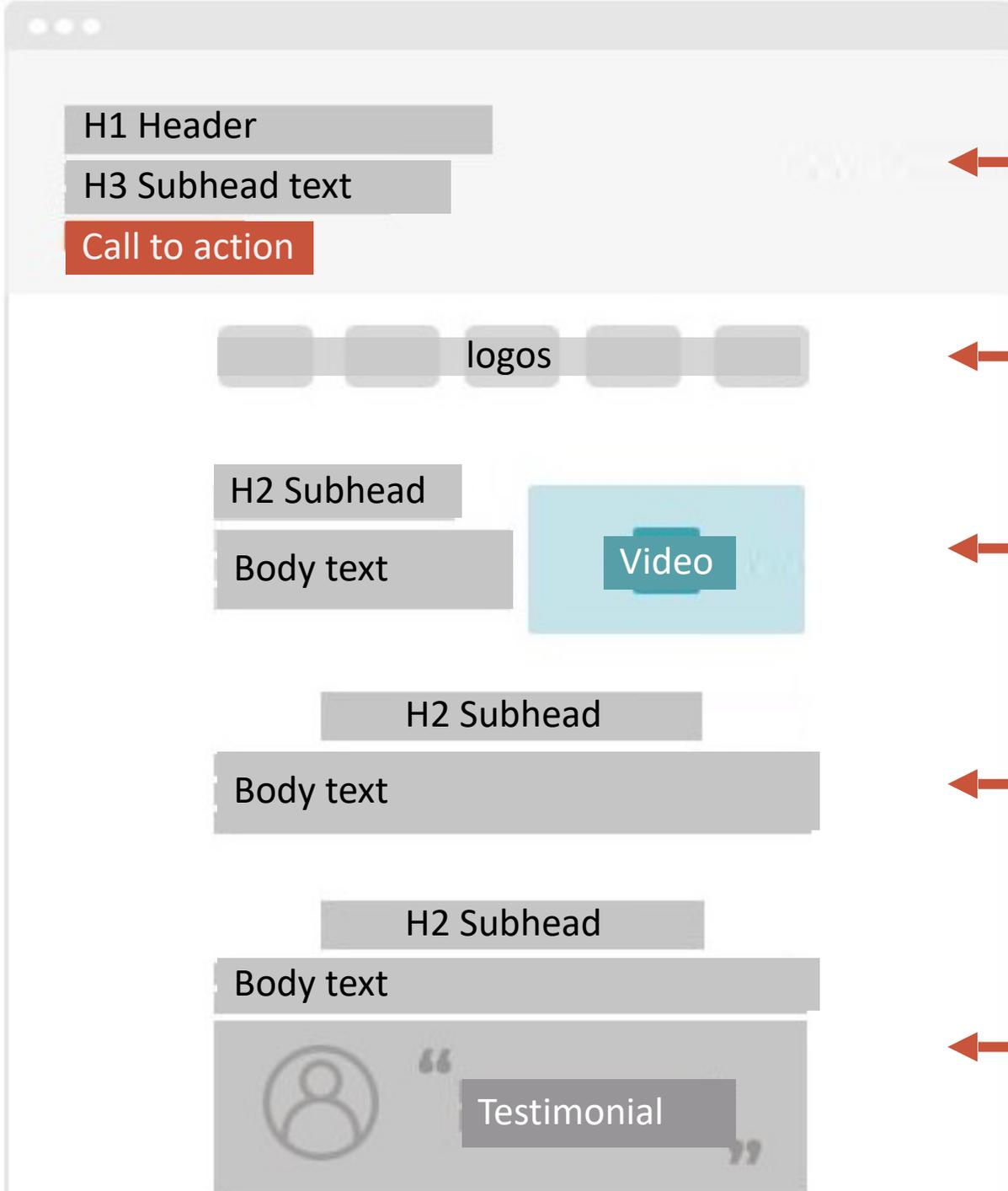


“Looks like they could help with my specific needs.”



“People like them! Maybe I should get in touch...”





H1 Header

H3 Subhead text

Call to action

logos

H2 Subhead

Body text

Video

H2 Subhead

Body text

H2 Subhead

Body text

Testimonial

What do they do?

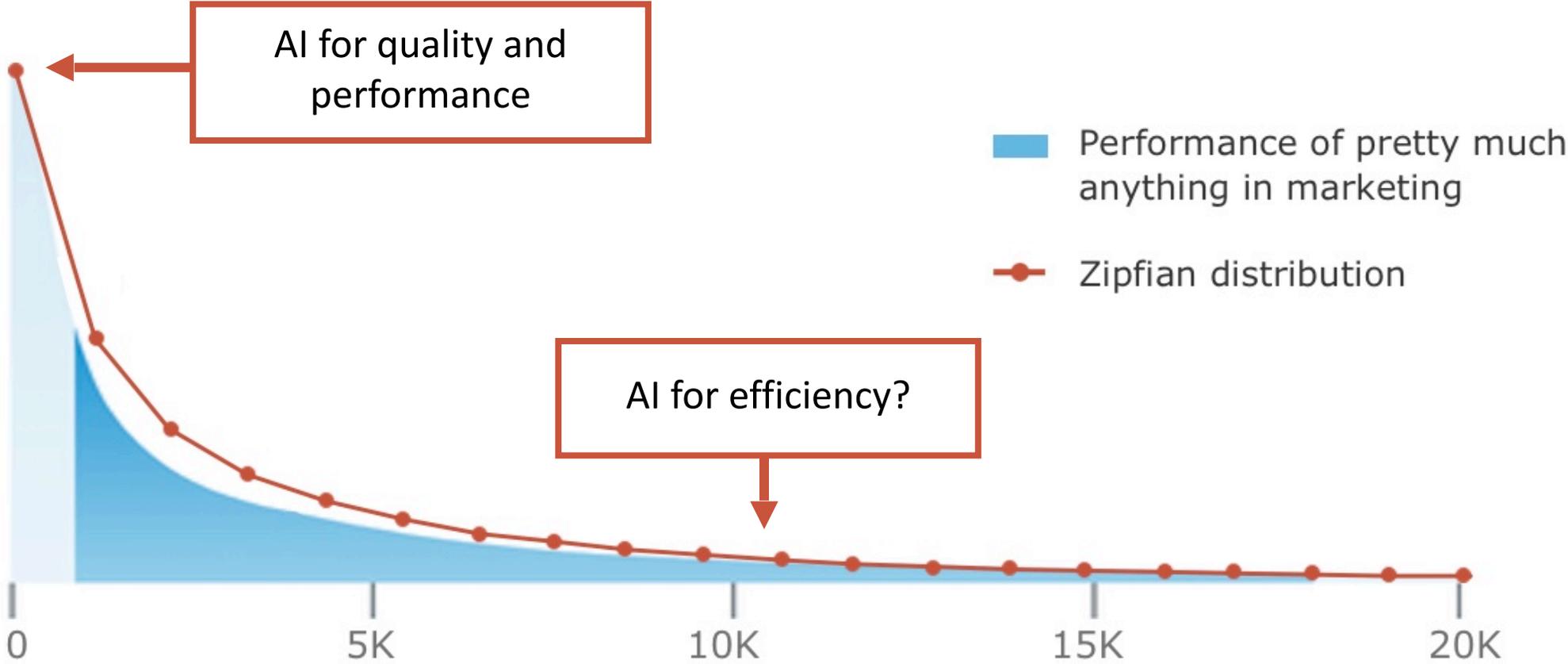
Are then legit?

How do they do it?

Can they do it for me?

Have then done it for people like me?

Let's create more top performers





~~Find efficiencies~~

Find deficiencies

Thank you.

Reach out anytime.



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Co-founder / CMO

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andy@orbitmedia.com

