Hi, I'm Mark.

I've been running online ads since 1998. That was before AdWords, before Yahoo Ads, before the playbook existed. Back then, ad platforms weren't driven by algorithms or machine learning to help people step around skill and knowledge. Success wasn't automated. It was earned. If you wanted to dominate paid traffic, you had to master one thing: conversion rate optimization (CRO). The formula was straightforward. Get more leads or sales at a lower cost, outmaneuver your competitors, and scale to the top by converting those visitors better than anyone else. In turn, that allowed you to bid higher and gobble up the traffic.

For more than two decades, digital marketing has been my passion, and CRO has become my craft. I've spent years running experiments, A/B testing countless thousands of ads and landing pages, and developing frameworks that develop high-performing landing pages and deliver consistently high-performing results. I know what works, what doesn't, and most importantly, why.

CRO is the intersection of creativity and precision. It's about knowing your audience better than they know themselves. Their fears, their hopes, their goals. It's about crafting a journey that meets them where they are and leads them to take action with clarity and confidence.

That's what this document is here for: to give you actionable insights you can use to optimize your landing pages, improve results, and grow your business. Whether you want to reduce costs, increase conversions, or streamline the customer journey, I'm here to guide you.

If you have questions or want to dig deeper, I'd love to hear from you and am always happy to help.

Email: mark@lovesroi.com or DM me here on reddit.

	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	15,247,780 % of Total: 100.00% (15,247,780)	15,396,967 % of Total: 100.13% (15,377,040)	38,671,990 % of Total: 100.00% (38,671,990)	44.81% Avg for View: 44.81% (0.00%)	4.93 Avg for View: 4.93 (0.00%)	00:04:12 Avg for View: 00:04:12 (0.00%)	1.54% Avg for View: 1.54% (0.00%)	593,802 % of Total: 100.00% (593,802)	$114,195,888.2 % of Total: 100.0 ($114,195,888.:
1. google / cpc	5,318,575 (29.01%)	4,852,103 (31.51%)	10,553,031 (27.29%)	45.05%	4.84	00:03:49	1.19%	125,063 (21.06%)	$20,536,315.98 (17.9!
2. (direct) / (none)	3,077,743 (16.79%)	2,877,235 (18.69%)	5,677,226 (14.68%)	45.32%	5.15	00:04:37	2.05%	116,395 (19.60%)	$24,811,937.00 (21.7:
3. google / organic	2,653,463 (14.47%)	2,020,601 (13.12%)	5,039,879 (13.03%)	41.62%	5.74	00:05:21	1.70%	85,698 (14.43%)	$18,602,354.15 (16.2:
4. bluecore / email	1,343,953 (7.33%)	1,102,063 (7.16%)	5,298,291 (13.70%)	41.08%	5.08	00:04:30	1.78%	94,373 (15.89%)	$16,726,962.32 (14.6:
5. invictawatch.com / referral	1,140,592 (6.22%)	870,004 (5.65%)	1,870,081 (4.84%)	58.63%	3.74	00:03:03	1.27%	23,802 (4.01%)	$4,340,266.31 (3.8:
6. salesforce / email	744,814 (4.06%)	648,129 (4.21%)	2,321,645 (6.00%)	46.83%	4.54	00:03:50	1.63%	37,808 (6.37%)	$6,786,343.68 (5.9:
7. bing / cpc	536,798 (2.93%)	477,600 (3.10%)	900,000 (2.33%)	43.91%	5.11	00:04:38	1.53%	13,764 (2.32%)	$2,347,358.51 (2.0:
8. fb / cpc	536,754 (2.93%)	469,061 (3.05%)	995,397 (2.57%)	42.32%	4.04	00:02:48	0.80%	7,916 (1.33%)	$1,205,291.25 (1.0:
9. m.facebook.com / referral	417,420 (2.28%)	353,870 (2.30%)	715,079 (1.85%)	44.58%	4.35	00:03:13	0.66%	4,738 (0.80%)	$786,453.37 (0.6:
10. ig / cpc	255,872 (1.40%)	239,034 (1.55%)	366,309 (0.95%)	46.00%	3.78	00:02:24	0.69%	2,519 (0.42%)	$369,908.21 (0.3:
11. Invicta Stores / email	180,541 (0.98%)	138,291 (0.90%)	817,354 (2.11%)	47.50%	4.26	00:04:00	1.54%	12,602 (2.12%)	$2,772,130.95 (2.4:
12. shareasale-analytics.com / referral	171,061 (0.93%)	102,926 (0.67%)	375,346 (0.97%)	38.06%	6.08	00:05:18	4.11%	15,445 (2.60%)	$3,904,067.04 (3.4:
13. Connexity_medium_network / (not set)	160,958 (0.88%)	139,484 (0.91%)	228,970 (0.59%)	68.23%	2.33	00:01:28	0.41%	942 (0.16%)	$166,909.14 (0.1:
14. bing / organic	101,253 (0.55%)	75,418 (0.49%)	169,348 (0.44%)	36.99%	6.10	00:06:01	2.42%	4,106 (0.69%)	$803,894.58 (0.7:
15. instagram.com / referral	85,779 (0.47%)	68,873 (0.45%)	108,930 (0.28%)	38.01%	4.45	00:02:54	0.75%	819 (0.14%)	$119,477.88 (0.1:

ADD FILTER

	Impr.	Clicks	Conversions	Cost / conv.	Cost	Conv. value	Conv. value / cost ↓	Search impr. share	Click share
	2,721,118	88,265	3,812.50	$126.24	$481,300.29	1,102,892.44	2.29	46.22%	24.26%
	8,307,559	127,104	3,990.11	$125.66	$501,430.09	1,117,135.03	2.23	24.56%	11.31%
	183,043	12,725	253.56	$103.14	$26,154.40	57,859.11	2.21	61.55%	42.82%
	3,860,441	52,271	1,117.61	$163.92	$183,213.18	395,136.81	2.16	14.91%	<10%
	142,598	7,587	94.10	$133.42	$12,556.13	25,612.51	2.04	53.12%	34.33%
	1,432,120	48,699	996.93	$166.14	$165,630.33	313,124.25	1.89	31.71%	17.48%
	2,313,230	97,582	3,173.94	$140.36	$445,514.17	824,165.01	1.85	26.16%	16.27%
	6,354,245	112,591	2,426.32	$168.05	$407,771.25	701,226.24	1.72	12.68%	<10%
	4,745,866	128,890	2,854.18	$185.57	$529,668.76	835,885.75	1.58	25.04%	15.14%
abled campaigns	146,386,4...	3,007,966	182,049.31	$41.22	$7,505,834...	58,144,730.08	7.75	26.88%	14.53%
unt ⑦	645,237,5...	9,005,110	359,512.54	$60.26	$21,668,66...	97,137,382.40	4.48	39.30%	15.82%

Show rows: 500 ▾   1 - 26 of 26

n status: **All but removed**; Campaign name contains **UK_**   View all   ADD FILTER

n	Budget	Status	All conv. value / cost	↓ Cost	Conv. value	Conversions	Clicks
	£500.00/day	Eligible	4.86	£152,805.72	740,438.21	1,105.13	103,882
	£750.00/day	Eligible	5.69	£150,895.25	842,143.40	1,602.31	173,394
	£900.00/day	Eligible	4.90	£129,236.41	614,946.29	1,548.63	175,264
	£2,000.00/day	Eligible	49.72	£126,763.24	6,208,343.93	12,077.73	315,861
	£500.00/day	Eligible	7.75	£103,332.75	799,721.61	2,079.25	193,162
	£350.00/day	Paused	6.02	£58,988.26	354,748.17	923.87	68,520
	£350.00/day	Eligible	7.42	£50,523.75	358,737.36	1,008.94	65,523
	£300.00/day	Eligible	5.40	£40,932.08	220,610.01	552.66	79,776
	£1100.00/day	Eligible	3.47	£39,759.21	137,640.89	155.54	40,489
	£400.00/day	Bid strategy learning	3.41	£35,122.86	119,009.04	376.82	56,444
tered campaigns ⑦			9.30	£1,326,216.96	12,154,047....	26,419.73	1,875,866
count ⑦	£49,000.00/day		4.82	£7,354,588.60	35,192,364.6(	110,298.22	9,650,537
Search campaigns ⑦			8.58	£1,460,332.38	12,342,954....	29,341.84	2,075,822

Getting Started

What Works

When it comes to crafting high-performing landing pages and successful paid ad campaigns, there's a simple truth that we all are eventually forced to confront and embrace or succumb to: what works is what works. What works is its own beast that can never be tamed, only be understood. It doesn't care about your ambitions, your ego, your "company voice", your "brand", or the many clever, flowery words you're tempted to use. It doesn't care about how you wish to say things or all the many details that are important to you to communicate as the business owner. What works is the destroyer of egos.

Most importantly, what works only cares about the user.

It's about the user's problem. What they believe will solve it. The facts and features they value in that solution. The questions and concerns they have. What works doesn't care what you want to say,... it cares about what they need to hear.

You can't twist what works to fit your will. The best in the game have learned this the hard way. They've learned to follow the data, to stay flexible, and to adapt. It's not about bending the user to your message,.. it's about bending your message to the wants and needs of the user.

At the end of the day, there are two outcomes: outstanding results and everything else.

The purpose of this document is to guide and inform. Progress happens through testing, iteration, and refinement. Hopefully, this document serves as a valuable tool in that ongoing journey of improvement.

This document is not an attempt to be harsh, to needlessly criticize or to insult. More importantly, the work contained herein is not about my feelings, hunches or guesses. It is my attempt to distill 20 years of experience building and testing 1000s of landing pages into a concise, easy to understand document with actionable advice that will make you more money.

The Ratings

When I evaluate a landing page, I'm not looking for artistic flair or visual gimmicks. My focus is simple,... how well does this page drive user action? The goal isn't to impress with aesthetics; it's to connect, to resonate, and to convert. My process is built on structure and objectivity, prioritizing the user experience, clear messaging, and alignment with what the audience truly needs.

I break the page down into its core components, such as headlines, content, design, calls to action, and overall flow. Each piece is analyzed and scored using a framework that I've refined over time, rated on a scale from 0.0 to 10.0. A score of 0.0 means the element is either missing or completely ineffective, while 10.0 represents flawless execution that supports the page's goals and speaks directly to its audience.

This system isn't just about consistency, it's about removing bias. It ensures I'm not swayed by personal taste and preferences but instead focused on function. Every element is evaluated not only on its own but as part of the larger whole. Does it fit into the user's psychological journey? Does it communicate value clearly? Does it remove friction and eliminate confusion?

When I make recommendations, they're not based on guesswork or gut instinct. They're grounded in what users need, supported by data, and aimed squarely at turning landing pages into high-performing tools.. Every recommendation is purposeful, further developing clarity, usability, and value are the guiding principles.

The result? Better engagement, higher conversions, lower costs per lead or sale, and pages that truly perform.

Understanding a Landing Page

A high-performing landing page is simply a dialogue. It is a silent, one-way conversation with your user. Unlike a traditional dialogue, you don't get to ask them questions, and they can't ask you any in return. Every word, every image, every element of the page must do the talking for you. It must anticipate their needs, address their concerns, and guide them effortlessly toward the action you want them to take.

The stakes are high because users don't have the patience for ambiguity. Each unclear or irrelevant piece of content isn't just a misstep, it's a potential exit. They're gone, often without a second thought. Distractions, confusion, or anything that causes friction leads to the same result. Users leave because they don't have to stay. Their attention spans are short. Their expectations are high.

They're informed. They've been researching your competitors, comparing solutions, and gathering information. They know they have options, and those options are just a click away. If your landing page doesn't flow flawlessly, if it doesn't captivate, compel, and strive to convert from the very first word, you risk losing them to someone else who does it better.

Your landing page isn't just about selling. It's about earning trust and building confidence in a matter of seconds. Each section needs to flow logically into the next, answering unspoken questions, providing clarity, and reducing anxiety. There's no room for fluff, no space for distractions. In this dialogue, your only chance to speak is now, and you have to make it count.

Big Details Matter. The Small,… Matter Much More.

$$\text{Net Gain} = [(1)*(1+C1\%)*(1+C2\%)*(1+C3\%)] - 1$$

Landing pages are more than just a collection of content—they're a journey. From the headline to the CTA, every part of the page tells a story, step by step, left to right, top to bottom. And here's the thing: the success of that story doesn't rely on one big, bold move. It's about the sequence. Each piece builds on the one before it, and when you improve one step, you elevate everything that comes after. That's the power of compounding, and it's why the money is made in the details.

Think about it this way: let's say you tweak your headline and increase conversions by 5%. That's great, but it's just the beginning. Now imagine making that same 5% improvement across every element on the page, headlines, images, testimonials, CTAs. Because every step sets up the next, those improvements don't just add up, they multiply.

Compounding Gains in Action

Here's how small, consistent changes can transform your outcomes:

Ten 5% Improvements

Optimize ten parts of the page, each by 5%, and your net gain is 63%.

- Calculation: **(1.05^10) - 1 = 63%**
- What it Means: A conversion rate of 10% becomes 16.3%. That's a game-changer—more leads, more sales, more momentum.

Twenty 5% Improvements

Go deeper—optimize twenty elements by 5%, and the compounding effect delivers a 165% gain.

- Calculation: **(1.05^20) - 1 = 165%**
- What it Means: A 10% conversion rate grows to 26.5%. That's not incremental; that's transformative.

Thirty 5% Improvements

Now take it to the next level. Optimize thirty elements by 5%, and the results are staggering—a 332% net gain.

- Calculation: **(1.05^30) - 1 = 332%**
- What it Means: A 10% conversion rate skyrockets to 43.2%. Small, steady improvements compound into something extraordinary.

The Sequential Experience

Users don't experience a landing page all at once, they move through it in a sequence. If the headline captures attention, the subheading has a better chance to build interest, the content moves on to establish comfort and build rapport, then trust and so.. If all is well done, the CTA has a stronger chance of converting. When one step falters, the entire sequence suffers. But when you improve one step, every step after it benefits.

This is why compounding matters. It's not just about one element or one change, it's about how everything works together. Each improvement multiplies the effectiveness of the next, creating a chain reaction that amplifies results.

Hot **Leads** from **Reddit** Delivered to Your Inbox in Real Time

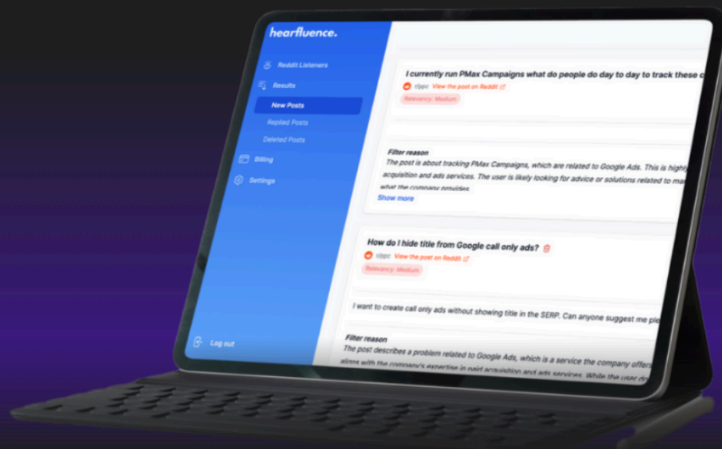# Turn Conversations into Customers

Scan Reddit and get potential business opportunities to your inbox, all on auto-pilot.

Book Your Demo   **Get Free Leads**

✅ 7-day free trial   ✅ No credit card required

🔽 Leads filtered by your Ideal Customer   👥 Social Listening   💬 Delivered to Your Inbox

Trusted by   *Dripshipper*   OUT∆FBOX   globoHire
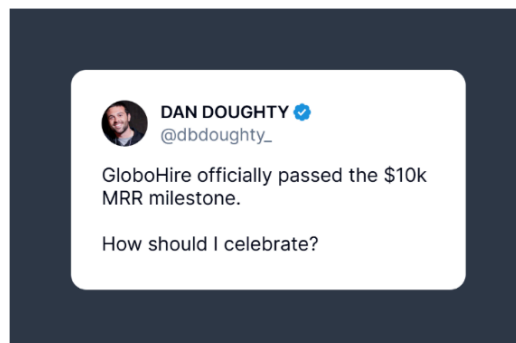

Our Story

Learn How GloboHire added $6k in MRR in one month.

Hearfluence was born as an internal lead generation tool for our recruitment agency GloboHire. After getting frustrated by traditional lead generation methods, we turned our attention to reddit and developed our internal tool to scout Reddit and reach out to companies that are hiring.

After just one month and over 6k MRR later, we decide to share our secret with B2B world.

DAN DOUGHTY ✓
@dbdoughty_

GloboHire officially passed the $10k MRR milestone.

How should I celebrate?

Product/Service Summary

Hearfluence is a lead-generation tool designed for businesses looking to tap into the vast, dynamic world of Reddit. At its core, it's about turning conversations into customers, connecting you with real leads in real-time from one of the most vibrant, yet often underutilized, platforms on the web.

What does it offer? A streamlined way to monitor and engage with relevant Reddit posts, giving businesses the ability to identify, nurture, and convert potential customers effortlessly. The software allows users to target specific subreddits, track discussions that align with their products or services, and receive curated leads straight to their inbox. It's all about taking the chaos of Reddit and turning it into actionable insights that grow your bottom line.

With features like customizable listener profiles, automation tools, and a focus on helping you find the right conversations, not just any conversations, it saves time and maximizes efficiency. Whether you're running a small business, scaling a startup, or refining your marketing efforts, Hearfluence offers a unique edge in leveraging Reddit for lead generation.

Customer Avatar for Hearfluence Landing Page

Let's take a moment to step back and imagine who's landing on this page. We're not aiming for perfection here, this isn't about creating a flawless profile. It's about getting close enough to understand the person on the other side of the screen. This exercise is meant to focus our thinking, to remind ourselves that this page isn't about us, it's about *them*. In the real world, we'd back this up with heaps of data, analytics, and research. But for now, let's paint a picture of the ideal prospect based on what we see.

Demographics: The Basics

We're looking at professionals, likely aged 25 to 45, who are fluent in English and well-educated. They're probably managing or growing a small business, working in marketing, or running a startup. They're not just tech-savvy; they live and breathe efficiency, always looking for tools that make their work smoother and faster. Income-wise, they're comfortable, but not necessarily throwing money around. They're investing in growth, so every dollar spent needs to count.

What Do They Care About?

These are people who value innovation, speed, and results. They've got too much on their plate to waste time on tools that overpromise and underdeliver. They're skeptical by nature but willing to take a leap if you can show them that this tool, *this one right here*, is the missing puzzle piece in their strategy. They trust platforms like HubSpot, Mailchimp, or Zendesk, not because they're trendy, but because they work.

What Keeps Them Up at Night?

Lead generation is hard. It's time-consuming, inefficient, and, let's be honest, sometimes a shot in the dark. They're trying to crack the code on how to tap into platforms like Reddit without wasting hours sifting through noise or throwing money at something that doesn't stick. Their biggest fear? Wasting time, resources, and trust on another tool that doesn't deliver.

What's Their Dream?

A tool that does the heavy lifting. Something that finds leads for them while they sleep and delivers results without the headache. They want to show up to their inbox and see opportunities waiting for them, hot leads, ready to convert. They want to feel like they're ahead of the curve, leveraging a platform others haven't figured out yet.

What's Stopping Them?

The skeptics in them are asking, "Does this really work?" They've been burned before, tools that promised the moon and left them stranded. They're worried about the learning curve, the integration hassles, and whether Reddit is even a viable place for leads. These objections aren't roadblocks, they're speed bumps. If we can address them, we're golden.

How Do They Decide?

This isn't an impulse buy. They need proof: case studies, testimonials, and data. Show them the ROI. They'll probably consult a colleague, check reviews, and maybe test-drive the free trial. They don't need fireworks, they need clarity.

Demographics

- **Age Range:** 25-45 years old.
- **Gender Identity:** Likely gender-neutral but slightly male-skewed due to the tech/startup emphasis.
- **Location:** Global, with a focus on English-speaking regions.
- **Income Level:** Mid to high income (suitable for business owners, marketers, or startups investing in lead generation tools).
- **Education Level:** College-educated, likely with additional certifications or business experience.
- **Language:** English speakers.
- **Marital Status:** Mixed (single professionals and business owners or married entrepreneurs).

Psychographics

- **Hobbies and Interests:** Technology, digital marketing, social media strategies, lead generation, and analytics.

- **Values:** Efficiency, innovation, and scalability. They value tools that save time and deliver measurable results.
- **Brands/Influencers:** Trusts SaaS platforms like HubSpot, Mailchimp, and Zendesk.
- **Lifestyle:** Busy, tech-savvy professionals working in fast-paced industries.
- **Social Media Use:** Active on Reddit, LinkedIn, and Twitter.
- **Decision-Making:** Risk-averse but willing to invest in proven solutions.

Goals and Challenges

- **Goals:**
  - Increase customer acquisition using Reddit.
  - Streamline lead generation processes.
  - Expand brand visibility in niche online communities.
- **Challenges:**
  - Time constraints in identifying valuable leads.
  - Difficulty in navigating Reddit for business purposes.
  - Limited budget for testing new tools.

Objections

- **Concerns:**
  - "Will this tool integrate with my existing systems?"
  - "Can I trust Reddit as a lead source?"
  - "Is this service worth the cost?"
- **Past Experiences:**
  - Frustration with tools that overpromise but underdeliver.
- **Fears:**
  - Wasting time and resources on unqualified leads.
  - Data security and user privacy on Reddit.
- **Perceived Risks:**
  - The learning curve for the tool.
  - Dependence on Reddit's ecosystem for success.

Behaviors and Decision-Making Insights

- **Engagement Triggers:** Clear ROI, testimonials, and time-saving features.
- **Content Preference:** Visual demos, case studies, and testimonials.
- **Influenced By:** Free trials, limited-time offers, and social proof.
- **Decision Timeframe:** 1-3 weeks for SaaS tools.
- **Social Proof Needs:** Trust-building elements like case studies, user reviews, and recognizable client logos.

Page Content Needs

- **Expertise Proof:** Needs clear proof of effectiveness, such as case studies and testimonials.
- **Trust-Building Visuals:** Real user success stories and recognizable brand logos.
- **Addressing Objections:** Include FAQs, guarantees, and easy onboarding processes.
- **Additional Content:** Step-by-step walkthroughs, video tutorials, and pricing transparency.

This customer avatar will serve as the foundation for evaluating and optimizing the landing page content.

Landing Page Evaluation: Hearfluence

1. Value Proposition

Purpose: Articulate the ideal solution to the user's most pressing problem or aspiration.

- **Strengths:** The headline, "Turn Conversations into Customers," is direct and focuses on the core benefit of converting Reddit conversations into leads. It is prominently displayed above the fold, making it easy for users to immediately understand the purpose of the tool. The subheadline supports the promise by emphasizing real-time lead delivery.
- **Weaknesses:** While the messaging is clear, it lacks differentiation. What makes Hearfluence unique compared to other tools targeting similar markets? Additionally, measurable benefits such as specific lead volume, time saved, or cost-effectiveness are absent.
- **Rating:** 7.2/10

Recommendations:

- Include unique features or differentiators (e.g., "The only tool designed exclusively for Reddit lead generation").
- Add measurable results to substantiate the value proposition (e.g., "Generate 50+ qualified leads per month").

2. Hero Section
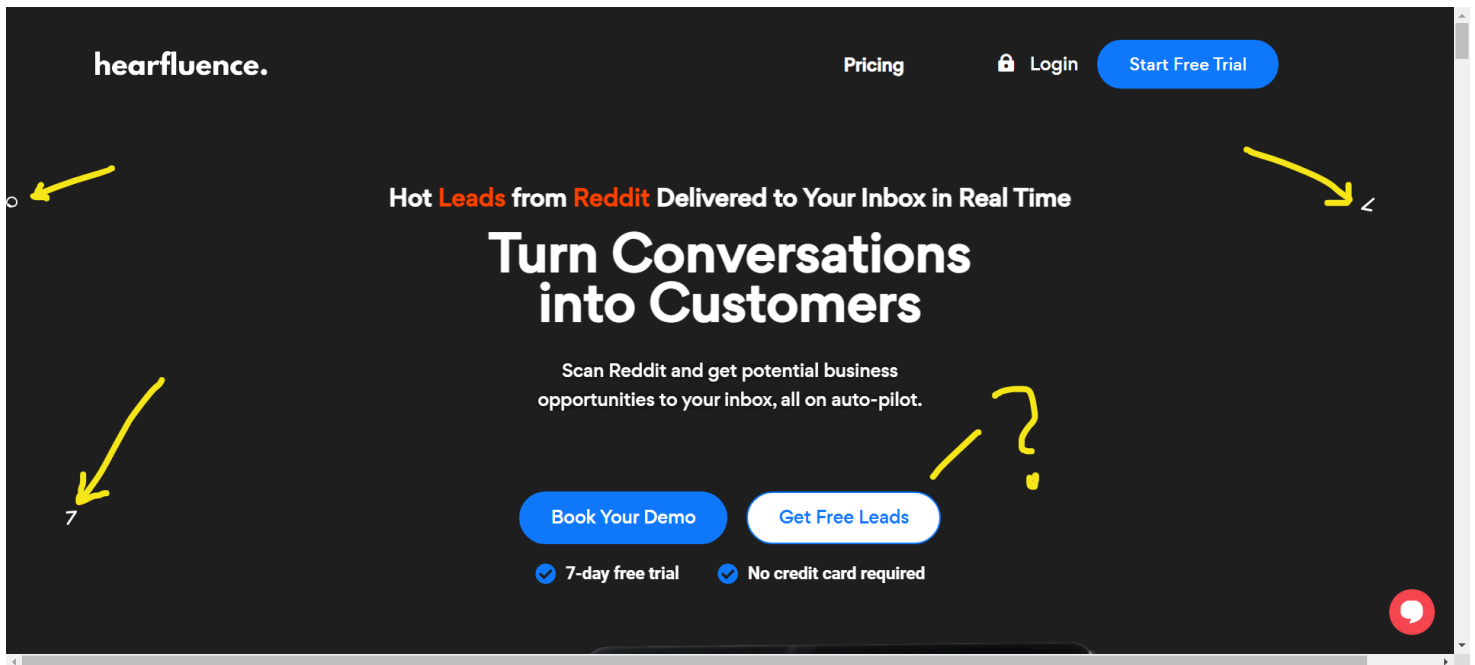
Purpose: Capture attention immediately and set the tone for the page.

Strengths: The headline has potential. It's simple and clear enough to grab attention, and the CTA, "Start Free Trial," is well-placed and action-oriented. These are good building blocks, but they're only scratching the surface.

Weaknesses: This section feels like it's trying to do too much all at once, and in doing so, it fails to do anything exceptionally well. It introduces four overlapping concepts from leads to customers, conversions, and potential business, that create a confusing, fragmented message. For a new user, this isn't clarity, it's chaos.

"Turn conversations into customers" begs the question: what is a conversation? Is it a lead? A conversion? A paying customer? And then the subheadline muddies the waters even more with "get potential business opportunities to your inbox." Potential opportunities? From who? Do I really want my inbox flooded with random messages from Reddit users pitching their next great idea? It lacks clarity, focus, and emotional resonance.

The bigger issue is the missed opportunity to connect emotionally. The section doesn't acknowledge the user's pain points, doesn't frame the problem effectively, and doesn't present a clear, compelling solution. It's all function, no empathy.

And then there's the design. Those little white design elements feel like noise, not value. They don't add to the narrative or the visuals, they just distract. The "Get Free Leads" button, what does that mean? Without further context, it feels premature and confusing. I have no idea what's next if I click it. If there's a free demo available, that should take center stage, not compete with vague promises about free leads.

The next content (the mockup) is disconnected from the top (vs a 2 column layout - connecting the content to the mockup), but also seems to depict nothing but reddit threads as if it's simply restyled a reddit feed with custom css without demonstrating what the actual product is or does.

It would be much better to create a section that demonstrates the product with a simple video fully demonstrating the product, its intuitive and clean interface and how it works.

Rating: 6.2/10

Takeaway: This hero section needs to simplify, focus, and connect. Stop trying to say everything at once, choose a single, cohesive message that resonates. Speak directly to the user's pain points, clarify the value you're offering, and make it impossible for them to resist clicking that CTA. I'll create an example below.

3. Case Study Section

Our Story

Learn How GloboHire added $6k in MRR in one month.

Hearfluence was born as an internal lead generation tool for our recruitment agency GloboHire. After getting frustrated by traditional lead generation methods, we turned our attention to reddit and developed our internal tool to scout Reddit and reach out to companies that are hiring.

After just one month and over 6k MRR later, we decide to share our secret with B2B world.

Get Started

DAN DOUGHTY
@dbdoughty_

GloboHire officially passed the $10k MRR milestone.

How should I celebrate?

Purpose: Build trust through real-world success stories.

Strengths: The case study delivers a clear, tangible result: "$6k in MRR in one month." That's the kind of metric that grabs the attention of business owners and marketers, it's relatable and actionable. The customer quote helps to humanize the story, giving it a touch of authenticity.

Weaknesses: This section misses a critical opportunity to build deeper trust. It's isolated, with no way to explore additional case studies or dig deeper into the featured story. SaaS developers often fall into the trap of presenting information in a way that feels more like internal shorthand than user-friendly storytelling. The phrase "$6k in MRR" might resonate with your team, but to a broader audience, it's jargon. What's MRR? Monthly Recurring Revenue? For a small business owner that is unfamiliar with SaaS and marketing lingo, it creates friction and confusion, an unnecessary barrier to trust.

The layout doesn't help either. It's static, lacking the energy that visuals like charts, graphs, or before-and-after snapshots could bring. If your goal is to inspire confidence, show me the data in a way I can quickly absorb, not just read about it.
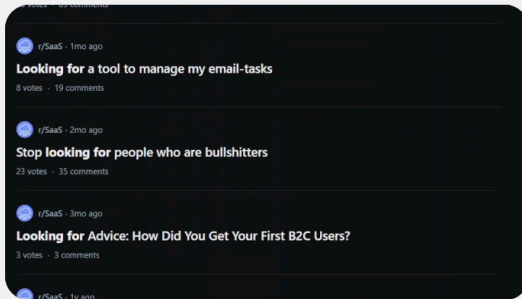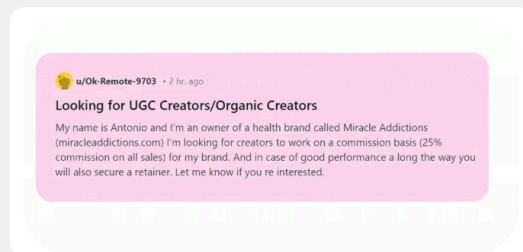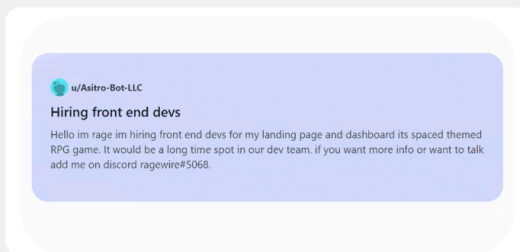
Rating: 6.4/10

Recommendations:

- Rewrite the results in plain English. Instead of "$6k in MRR," try "This business generated $6,000 in recurring monthly revenue in just one month." It's clearer, more accessible, and harder to misunderstand.

4. Why Reddit Section

Purpose: Educate users on the platform's potential and justify its focus.

Strengths: This section is educational and explains why Reddit is a valuable platform for lead generation. It outlines benefits such as community-driven conversations and targeting specific niches.

Weaknesses: It should have a compelling heading and subheading speaking to the incredible value of reddit and leads from reddit and how reddit can solve their most pressing problem. This then builds on the value of the software as part of a continuing narrative. The text is dense and

lacks visual elements, making it harder to quickly scan and process. The information is helpful but could be prioritized more effectively by addressing user concerns first (e.g., "Is Reddit right for my business?").
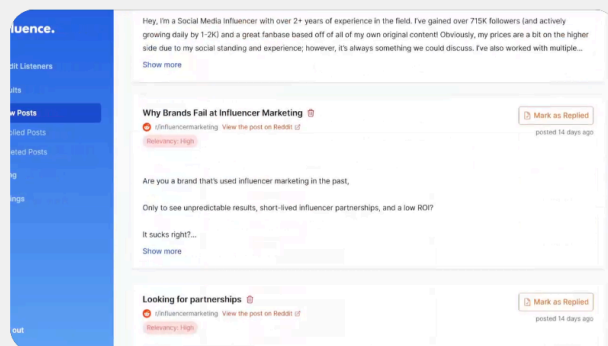
Rating: 6.5/10

Recommendations:

- There should be a correct heading and subheading, not an empty question.
- Use bold headings or icons to break up the text and make it more visually engaging.
- Lead with the most common questions or concerns users might have about Reddit as a lead source.
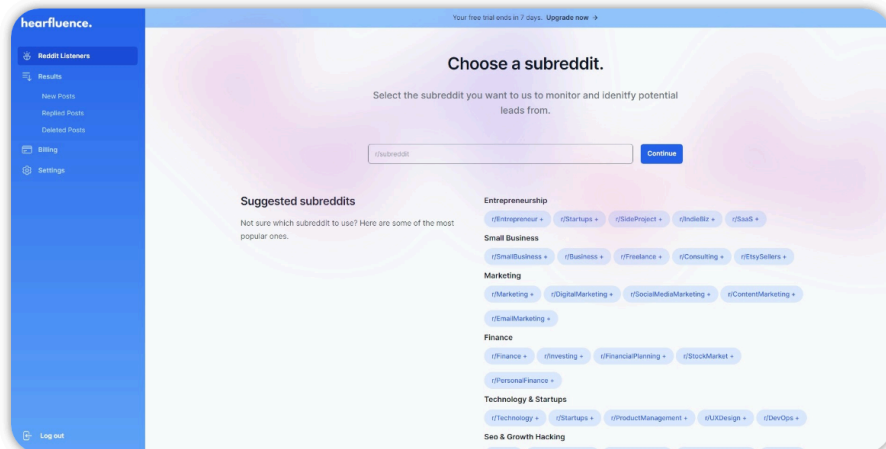
5. How It Works Section

How it works ?

1. Choose Your Subreddit

Choose the subreddits that align with your niche or target audience. Hearfluence lets you focus on the conversations that matter most to your business. Unsure which subreddits to listen to? Just book your onboarding call, and your dedicated customer success manager will guide you!

2. Create/Select Listener Profile

Purpose: Explain the tool's functionality in simple, actionable steps.

Strengths: The step-by-step structure is logical and breaks the process down into digestible pieces. This simplicity is essential for new users who are trying to get a handle on what the tool does. It's a good start, but that's where the wins stop.

Weaknesses: Let's call it what it is: this section feels unfinished and disconnected. First, the content lacks proper headlines and subheadings. If a headline doesn't immediately answer "Why should I read this?" or "What's in it for me?" users are going to skim right past it. When I read "Hearfluence," my brain assumed I'd landed on an "About Us" section; there's no clear communication of value to keep me engaged. The dense, unstructured content, combined with a busy image that adds nothing, makes it even easier to ignore.

The second image is attempting to show the steps but it's unnecessarily small and difficult to skim and isn't selling with benefit (what it does) and value driven language (what you get).

The third image is attempting to show what I presume is the software at work and generating leads but it doesn't depict that at all. It just shows scrolling reddit posts.

Finally, let's talk about language. The term "listener" might make sense to your internal team, but for a user? It's jargon. It doesn't communicate value or explain the tool's functionality in plain English. This is a cardinal sin in conversion rate optimization, technical jargon is a shortcut to losing your audience. Always proofread and rewrite content to replace these terms with simple, benefit-driven language.

Rating: 5.8/10

Recommendations: I will elaborate after this section. Ideally, there would be a video demonstration with a friendly, upbeat and positive and upbeat voice that is excited about its ease of use, short learning curve, easy setup and dramatic results.

1. Rewrite headlines and subheadings to clearly communicate the value of each step. For example, instead of "Step 2," try "Set Up Your Profile to Start Receiving Leads."
2. Replace "listener" and any other technical jargon with language that explains the benefit to the user (e.g., "Your Profile" or "Lead Finder").
3. Eliminate the placeholder graphic. Replace it with a real visual that shows the tool in action, giving users a tangible sense of what to expect.
4. Restructure the section to feel like part of the larger "How It Works" flow. It should feel seamless, not disjointed.

Takeaway: This section has potential, but potential doesn't sell. Users need clarity, not clutter. They need plain English, not internal jargon. And they need visual support that simplifies the experience, not placeholders that disrupt it. Your job is to make it easy for them to say, "I get it, and I want it." Right now, you're making them work too hard

6. Pricing Section

Pricing

Choose an affordable plan that matches the amount of social media listening you need to increase your sales. Changes to your plan are prorated.

Starter

The essentials to start getting leads on auto-pilot.

$49/ month

✓ **5 subreddits**
✓ **Scan for new posts every 12 hours**
✓ **Email notification for new leads**

Subscribe

Pro

A plan that scales with your rapidly growing business.

$99/ month

✓ **10 subreddits**
✓ **Scan for new posts every 4 hours**
✓ **Email notification for new leads**
✓ **Zapier, Slack and many more integrations (coming soon)**

Subscribe

Scale

For larger companies needing more pipeline.

$199/ month

✓ **20 subreddits**
✓ **Scan for new posts every hours**
✓ **Email notification for new leads**
✓ **Zapier, Slack and many more integrations (coming soon)**

Subscribe

Purpose: Present the offer clearly and motivate action.

Strengths: The pricing tiers are clean and simple, easy to scan and understand. The inclusion of a free trial is a smart move; it reduces friction and makes it easier for users to take that first step, especially in the competitive SaaS space.

Weaknesses: This section struggles to convert because it lacks urgency and clarity. There's no compelling reason for a user to act *now*. Adding urgency or a time-sensitive incentive (like a discount or bonus for early sign-ups) could make a significant difference.

And then there's a glaring inconsistency. The page emphasizes "free" in multiple places such as a free trial, free leads, join for free, but when users get to the pricing tiers, there's no actual free option listed. That's not just a misstep; it's a trust hit. If your messaging doesn't align with the offer, users will feel misled, and trust is hard to rebuild.

Another cardinal sin? Equally weighted pricing options. When all tiers look the same, users are left guessing which plan is right for them. The most likely to convert option should stand out, call it "Most

Popular," give it a subtle border or a different background color. Right now, you're making the user do too much work to make a decision.
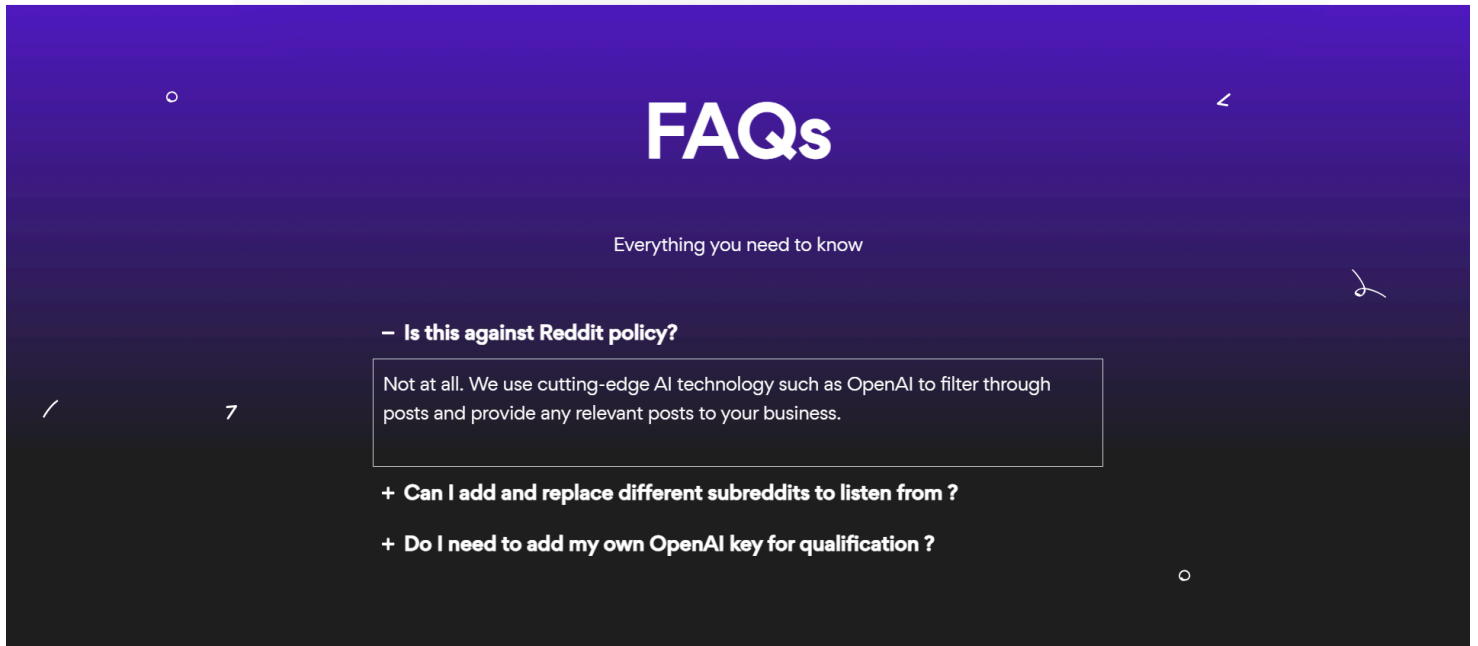
Rating: 6.3/10

Recommendations:

1. Add urgency by including a time-sensitive incentive, such as "Sign up today and lock in your rate" or "Limited-time bonus features with Pro Plan."
2. Ensure consistency between your messaging and pricing. If you're saying "free" elsewhere, show users how the free trial works directly in the pricing section, or clarify it upfront to avoid confusion.
3. Highlight the most popular or recommended plan. Use subtle design cues like a border, badge, or background color to draw attention.
4. Include more detail about what each tier offers. Users shouldn't have to guess—they need to immediately understand the value of upgrading.

Takeaway: Pricing isn't just about numbers; it's about trust, clarity, and nudging users toward action. Simplify the decision-making process, align your messaging with your offer, and give users a reason to act now. Right now, you're leaving money on the table.

Recommendations:

- Highlight the most popular pricing plan and include urgency (e.g., "Sign up now to lock in this price").
- Add a detailed feature comparison to show what users get at each tier.

7. FAQs Section

This app has added a completely new distribution channel to acquire customers. We've seen record bookings, record revenue, and many qualified leads.

ROGER FLORES
Head of Sales, GloboHire

FAQs

Everything you need to know

— **Is this against Reddit policy?**

Not at all. We use cutting-edge AI technology such as OpenAI to filter through posts and provide any relevant posts to your business.

+ **Can I add and replace different subreddits to listen from ?**

+ **Do I need to add my own OpenAI key for qualification ?**

Purpose: Address objections and reduce barriers to action.

Strengths: The FAQs answer basic questions about functionality and setup, which helps clarify how the tool works. The section is easy to scan and addresses common concerns.

Weaknesses: The questions aren't ordered by priority. Critical concerns, like data security or expected ROI, are missing entirely. The content feels generic and doesn't anticipate deeper objections. Again with the technical language - OpenAI key. The average business owner looking for business leads is not asking this question. They certainly aren't asking about it before the registration or purchase.

The top 5 questions users are likely asking before subscribing to this software, in order of importance TO THEM are probably more inline with these:

1. Will this software actually help me generate qualified leads from Reddit?

Users need to know if the tool delivers on its core promise—qualified, actionable leads. They'll want clarity on how it identifies and filters these leads to ensure they're not wasting time or receiving irrelevant opportunities.

2. How does the software work, and is it easy to set up?

Ease of use is critical. Potential subscribers will want to know if they can get started quickly without a steep learning curve. A clear, step-by-step explanation (or demo) of how the software works is essential to reduce anxiety about complexity.

3. What kind of results can I expect, and how long will it take to see them?

Prospective users are looking for tangible outcomes—specific examples, case studies, or metrics. They want to understand the typical timeline for seeing results and how this tool compares to alternatives.

4. Is my data safe, and how does the software handle privacy?

Privacy and data security are significant concerns, especially when dealing with social platforms like Reddit. Users will want reassurance about how their data is handled, stored, and protected.

5. How does the free trial work, and what happens after it ends?

Clarity about the free trial is crucial. Users will want to know what they're committing to, whether they'll be automatically charged after the trial, and what features are included during the trial period.

**Rating:** 6.5/10

Recommendations:

- Reorder the FAQs to prioritize the biggest user concerns (e.g., ROI, integrations, and security or whatever the top 5-8-10 most important questions, most frequently asked questions are, in order of frequency).

- Add detailed answers that demonstrate expertise and confidence in the product.
- Create a value and benefit driven headline.

8. Call-to-Action (CTA) Section
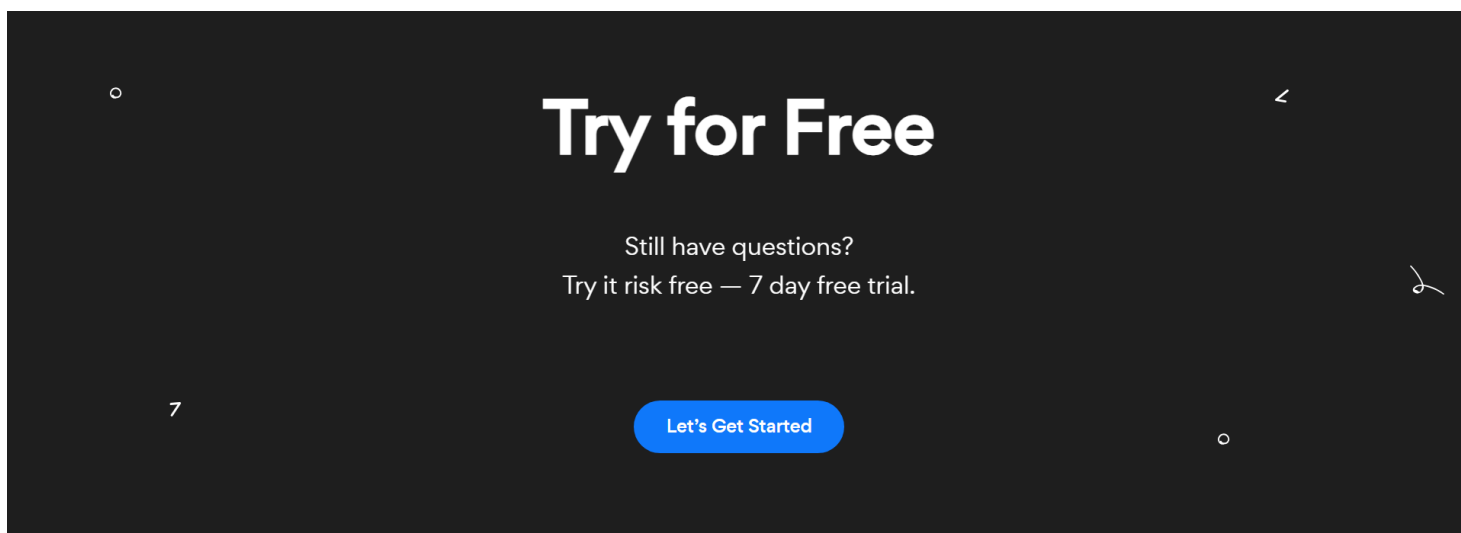
Purpose: Drive conversions through clear, compelling prompts.

Strengths: The CTA is clear, action-oriented, and placed in key locations across the page. It's simple enough for users to take the next step without confusion.

Weaknesses: The phrasing focuses on the action ("Start Free Trial") rather than the benefit. It lacks urgency or exclusivity to create a stronger motivation to act now. When you tell people what to do, they hesitate and resist. When you offer the value of doing it first, a much higher percent will comply.

Ditch the white distractions in the background. If you use a heat map, I can guarantee you with 100% certainty that a large % of users are mousing over them and trying to select them with their cursor. Distractions kill conversions.

Rating: 6.8/10

Recommendations:

- Reframe the CTA to emphasize benefits (e.g., "Get Leads in Real-Time - Start Your Free Trial").
- Add urgency by including a time-sensitive offer (e.g., "Limited free trial offer - Ends soon!").

Overall Summary

The Hearfluence landing page has solid foundations, but it feels underdeveloped in several areas. It effectively communicates the tool's purpose and value, but it lacks emotional resonance, differentiation, and urgency. By improving storytelling, restructuring the FAQ section, and enhancing visuals, the page could build stronger connections with users and drive higher conversions.

Average Ratings

1. Value Proposition: 7.2/10
2. Hero Section: 6.8/10
3. Case Study Section: 7.0/10
4. Why Reddit Section: 6.5/10
5. How It Works Section: 6.0/10
6. Pricing Section: 6.9/10
7. FAQs Section: 6.5/10
8. CTA Section: 6.8/10

Overall Average Rating: 6.7/10

Actionable Focus

A revised page should address:

1. Differentiating the value proposition and hero section.
2. Restructuring FAQs to prioritize user concerns.
3. Adding urgency and benefit-driven messaging in the CTAs.
4. Enhancing visuals across key sections to increase engagement.

Suggested Landing Page Structure & Content for Hearfluence

Page Objective

The page is designed to drive signups for Hearfluence's free trial by showcasing its ability to automate Reddit lead generation, save time, and deliver actionable opportunities for business growth.

The content provided is not intended to be 100% of the content the page might require. Often content has to be balanced with design and the space available. This is more to identify a strong page structure and the proper headings, subheadings and content/sentiments. I strongly recommend that you stick with the headings and subheadings and general content and any additional content you might require to fill in a section for example, should be 100% in support of the headings and subheadings.

Proper Value Proposition

Heading: *"Generate More New Business With Automated, High-Quality Reddit Leads."*

Subheadline: *"Hearfluence finds and delivers potential customers from Reddit directly to your inbox, so you can skip the search and focus on converting them into sales."*

This value proposition addresses:

- **The Problem:** Finding leads on Reddit is time-consuming, inefficient, and often unproductive.
- **The Solution:** Automating the process with Hearfluence to identify and deliver relevant leads in real-time.
- **The Benefit:** Save time and energy while receiving high-quality, actionable leads.
- **The Differentiation:** Unlike general lead generation tools, Hearfluence is specifically optimized for Reddit, providing unmatched precision.
- **Compelling Clarity:** Instantly communicates the tool's purpose, benefits, and unique value at a glance.

Hero Section

Purpose: Immediately capture attention with a clear value proposition and drive interest.

- **Headline:** *"Turn Conversations Into Customers With Automated Reddit Leads Delivered Instantly."*
- **Subheadline:** *"Save hours of manual work and grow your business with qualified leads delivered directly to your inbox."*
- **CTA:** *"Get Qualified Leads. Start Your Free Trial Today."*
- **Visuals:** Dynamic animation showing leads being filtered through Reddit into an inbox.

Problem Statement

Purpose: Build empathy by addressing the frustrations of manual Reddit lead generation.

- **Headline:** *"Are You Spending Hours on Reddit Without Results?"*
- **Supporting Text:**
  "Searching for business opportunities on Reddit feels like looking for a needle in a haystack. Missed chances and wasted hours leave you frustrated and stuck. Hearfluence changes that."
- **Visuals:** Side-by-side comparison of manual Reddit searches vs. automated results with Hearfluence.

Solution Introduction

Purpose: Present Hearfluence as the solution to the user's problem.

- **Headline:** *"Simplify Lead Generation. Focus on What Matters."*
- **Supporting Text:**
  "Hearfluence scans Reddit in real-time, identifying conversations that matter to your business. It delivers these leads directly to your inbox, so you can focus on closing deals, not finding them."
- **Visuals:** Screenshot of Hearfluence's dashboard with clear, actionable leads displayed.
- **Video:** A clean video with an upbeat, positive and excited voice demonstrating how easy to setup and use it is, then showing incredible results would be much more effective. Even a whiteboard animated explainer video from fivver for 25.00 is better than an animated gif or static image.

Features/Benefits

Purpose: Highlight the tool's features and their direct impact on the user.

- **Headline:** *"Built to Save You Time and Drive Results."*
- **Subheadings with Bullet Points:**
    1. *"Real-Time Alerts"* – Receive actionable leads instantly, so you never miss an opportunity.
    2. *"Targeted Subreddit Monitoring"* – Focus on communities where your customers are active.
    3. *"Easy Setup"* – No technical skills needed, start in minutes.
    4. *"Proven ROI"* – Businesses like GloboHire saw $6,000 in monthly revenue within their 30 days.
- **Visuals:** Infographic illustrating each feature alongside a corresponding benefit.

Social Proof

Purpose: Build trust with testimonials and case studies.

- **Headline:** *"Hear What Our Customers Are Saying."*
- **Supporting Text:**

    "From startups to established businesses, Hearfluence has helped companies grow faster by delivering high-quality leads from Reddit."
- **Visuals:**
    - Testimonial carousel with quotes and user photos.
    - Highlighted case study: *"How GloboHire Used Hearfluence to Achieve $6,000 in monthly revenue in 30 Days."*

FAQs

Purpose: Resolve common objections and clarify user questions.

- **Headline:** *"Got Questions? We've Got Answers."*
- **FAQs:**
    1. *"How does Hearfluence find leads?"*

        "Our AI scans Reddit for relevant keywords, user behaviors, and community activity to deliver high-quality leads."
    2. *"Is it easy to use?"*

        "Yes. Hearfluence is designed for simplicity—set it up in minutes and start seeing results."

3. *"What kind of results can I expect?"*

   "Most businesses see measurable results within the first month."
4. *"What happens after my free trial?"*

   "You can choose a plan that fits your needs. No commitments or hidden fees."
5. *"Is my data secure?"*

   "Absolutely. Hearfluence uses encrypted technology to keep your data private and protected."

Pricing Section

NOTE: I would adopt a freemium model rather than push price plans. I'd create a page for pricing/upgrades and link to that when the user wishes to upgrade. Pushing for the free registration dramatically improves your ability to collect leads, to convert them to customers with proper email marketing and to build audiences for PPC/Paid Social which can help you scale rapidly.

Purpose: Present pricing transparently and encourage conversions.

- **Headline:** *"Plans That Scale With Your Growth."*
- **Pricing Tiers:**
    1. *Starter:* $49/month – Ideal for small businesses.
    2. *Pro:* $99/month – Perfect for growing teams.
    3. *Scale:* $199/month – Designed for enterprises.
- **Supporting Text:**

   "All plans include unlimited subreddit monitoring, real-time lead delivery, and dedicated support. Start free for 7 days, no credit card required."
- **Visuals:** A pricing table with the "Pro" plan subtly highlighted as the "Most Popular" option.

Final CTA

Purpose: Drive conversions by reinforcing the value and creating urgency.

- **Headline:** *"Unlock Reddit's Potential. Start Your Free Trial Today."*
- **Subheadline:** *"Start receiving qualified leads instantly. No credit card required."*
- **CTA:** *"Get Leads Instantly. Join for Free Now."*

Flow:

The page follows a logical progression:

1. Grabbing attention with a value strong proposition.
2. Empathizing with user pain points.
3. Introducing a compelling solution.
4. Building trust with proof and resolving objections.
5. Driving action with clear CTAs and urgency.

The transitions are seamless, guiding users naturally toward signing up for the free trial.

Visual Strategy

- **Hero Section:** Animation showing leads flowing into an inbox.
- **Problem Statement:** Split-screen comparison of manual vs. automated lead generation.
- **Features:** Infographic highlighting benefits.
- **Social Proof:** Customer testimonials with photos or brand logos.
- **Pricing Section:** Clear, simple layout with a focus on the most popular plan

Final Deliverables

1. **Page Objective:** Drive free trial signups for Hearfluence by emphasizing its value and ease of use.
2. **Tailored Page Framework:** Relevant sections aligned with user needs.
3. **Section Content:** Headlines, subheadings, supporting text, visuals, and CTAs for each section.
4. **Flow Validation:** Logical sequence aligned with the user journey.
5. **Visual Strategy:** Graphics and layouts that enhance clarity and trust.

Rating: 9.6/10

This landing page structure and content is highly optimized for generating leads with a high conversion rate.

Here, we have:

1. **A Clear Value Proposition:**

- ○ The headline immediately communicates the value and addresses the primary pain point.
- ○ The subheadline expands on the solution with compelling clarity, ensuring instant understanding.

2. **A Logical Flow and Seamless User Journey:**
   - ○ The progression from identifying the problem to offering a solution and building trust feels natural and conversational.
   - ○ Smooth transitions guide users toward action without confusion or friction.

3. **Benefit-Driven Headlines and CTAs:**
   - ○ All headlines focus on what the user gains, and CTAs emphasize the value before the action, making them more persuasive.
   - ○ CTAs are clear, action-oriented, and strategically placed to maximize impact.

4. **Targeted Objection Handling:**
   - ○ FAQs directly address the most likely objections in plain language, reducing barriers to conversion.
   - ○ Minor improvement: The FAQ section could further emphasize security or competitive advantages based on deeper competitor analysis.

5. **Trust-Building Elements:**
   - ○ Social proof, including testimonials and a case study, builds credibility.

6. **Pricing Transparency):**
   - ○ Pricing is straightforward and aligned with user expectations.
   - ○ Highlighting the "Pro" plan as "Most Popular" subtly directs users toward a middle-tier option, increasing likelihood of conversions.
   - ○ Improvement opportunity: Adding a specific "free trial" callout to the pricing tiers for clarity