Your Shortcut to Smarter Learning

Learn from the best with curated knowledge designed to maximize your growth.
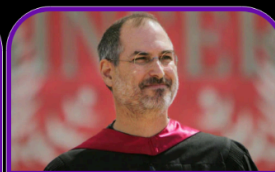
Start my Journey

Learn about AI

Search for a Topic or Person:

Search for a Topic or Person:

Explore Trending Lessons:

YC Lecture 1- How to Start a Startup(Sam Altman, Dustin Moskovitz)

Advice for Founding a Company: Steve Jobs
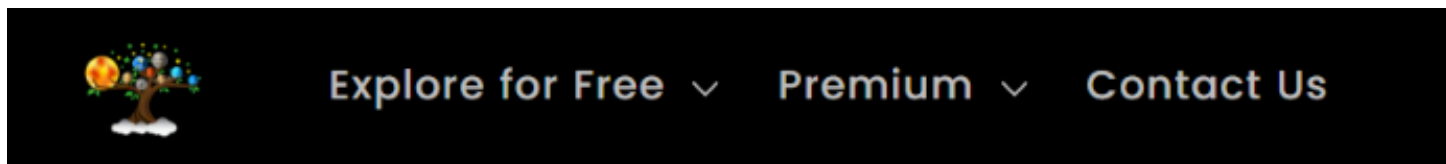
How To Grow And Monetize An Audience Online: Simon Squibb

**Purple Cow, Transform Your Business by Being Remarkable: Seth Godin**

Travel to: Earth

https://learnwithtree.com/

My First Impressions

So I land on the page, and my first instinct is: Am I on a landing page or did I just stumble into some obscure art gallery where everything's open to interpretation? I glance at the logo in the top left, and it's giving me nothing. Zero clarity. It's like showing up to a party and the host is wearing a name tag that just says "Who?" What am I looking at? What site is this? It's a mystery. And here's the thing, Sherlock: mysteries are for novels, not landing pages. Paid visitors aren't here to play "guess where you are."
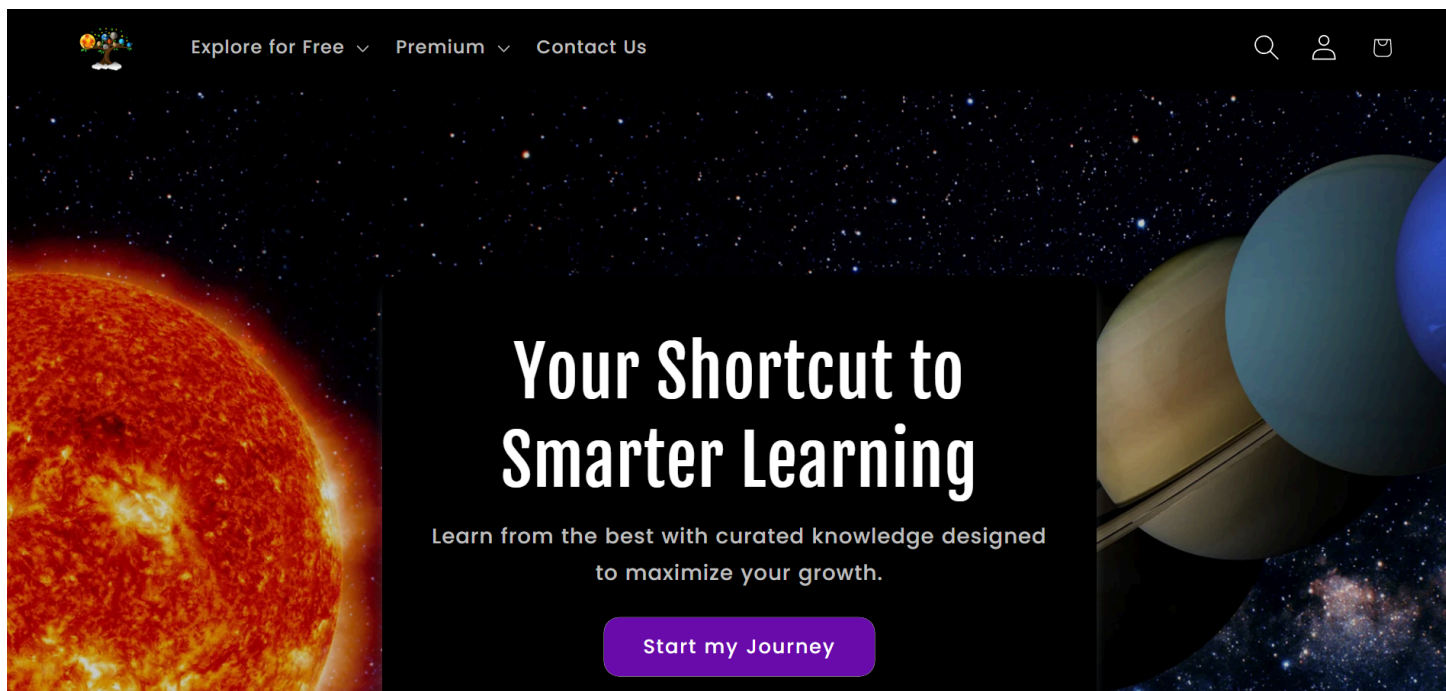
Next, my eyes hit the headline: "Your Shortcut to Smarter Learning." Alright. This sounds like something a corporate motivational poster would say. But smarter learning what? Cooking? Quantum physics? How to avoid pages like this? It's vague. It's like someone offering you "a better life" without telling you what's in the box. And the headline being

vertically off-center is like a crooked picture frame on the wall, it's small, sure, but it immediately makes me trust you less.

Then there's the button: "Start my journey." Okay, cool. But start what journey? You're asking me to jump on a plane without telling me where it's going or whether I'll need a passport. This isn't a choose-your-own-adventure book from the '90s, it's supposed to be a landing page.

Learn about AI

## Search for a Topic or Person:

Search for a Topic or Person:

Oh, and then we get to the section with all the tiny images of tech icons. Here's the problem: I don't know who half these people are, and there's no context. So now I'm playing "Name That Face" instead of figuring out what this site does. And even if I did know them, so what? A wall of random faces doesn't tell me what's being offered here. It's like bragging about knowing a bunch of celebrities but not telling me what they said or why it matters or why I should care. Spoiler alert,... I don't.

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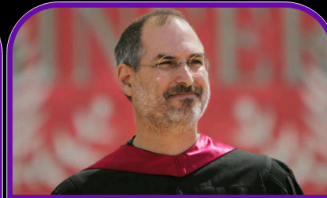
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Finally, some content,... "Explore Trending Lessons." Great! Except...what are these lessons? And why should I care? This section is like opening a fridge full of leftovers with no labels. Everything's just sitting there, disconnected, and you're left wondering if it's worth the risk to dive in. Clicking around for answers shouldn't feel like solving a Rubik's Cube blindfolded.
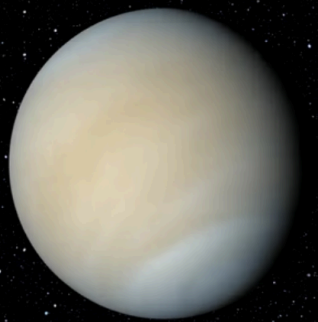
Travel to: Earth

Health & Fitness

Learn from athletes about health, fitness, and mindfulness strategies to improve your well-being.

Click Here →

Mindset & Psychology

Gain insights from psychologists and life coaches to build a positive mindset and emotional resilience.

Click Here →

Sales

Discover tips from Sales experts and top salespeople to master persuasion and interpersonal skills.

Click Here →

Startup & Business Creation

Learn from successful entrepreneurs how to launch, grow, and scale your business effectively.

Click Here →

Oh, and then we get to the planets. The planets. I don't know who pitched this idea, but I'd bet good money it involved phrases like "cutting-edge" and "outside the box." Here's the thing,...users don't want to "travel to Earth" or orbit random planets to figure out your product offering. Real estate, design, AI? These are big, important topics, and somehow you've turned them into a weird episode of "Understanding the Cosmos with Cardi B" where nothing makes sense. A simple "Here's what we offer" would've worked, but no, we had to go intergalactic.
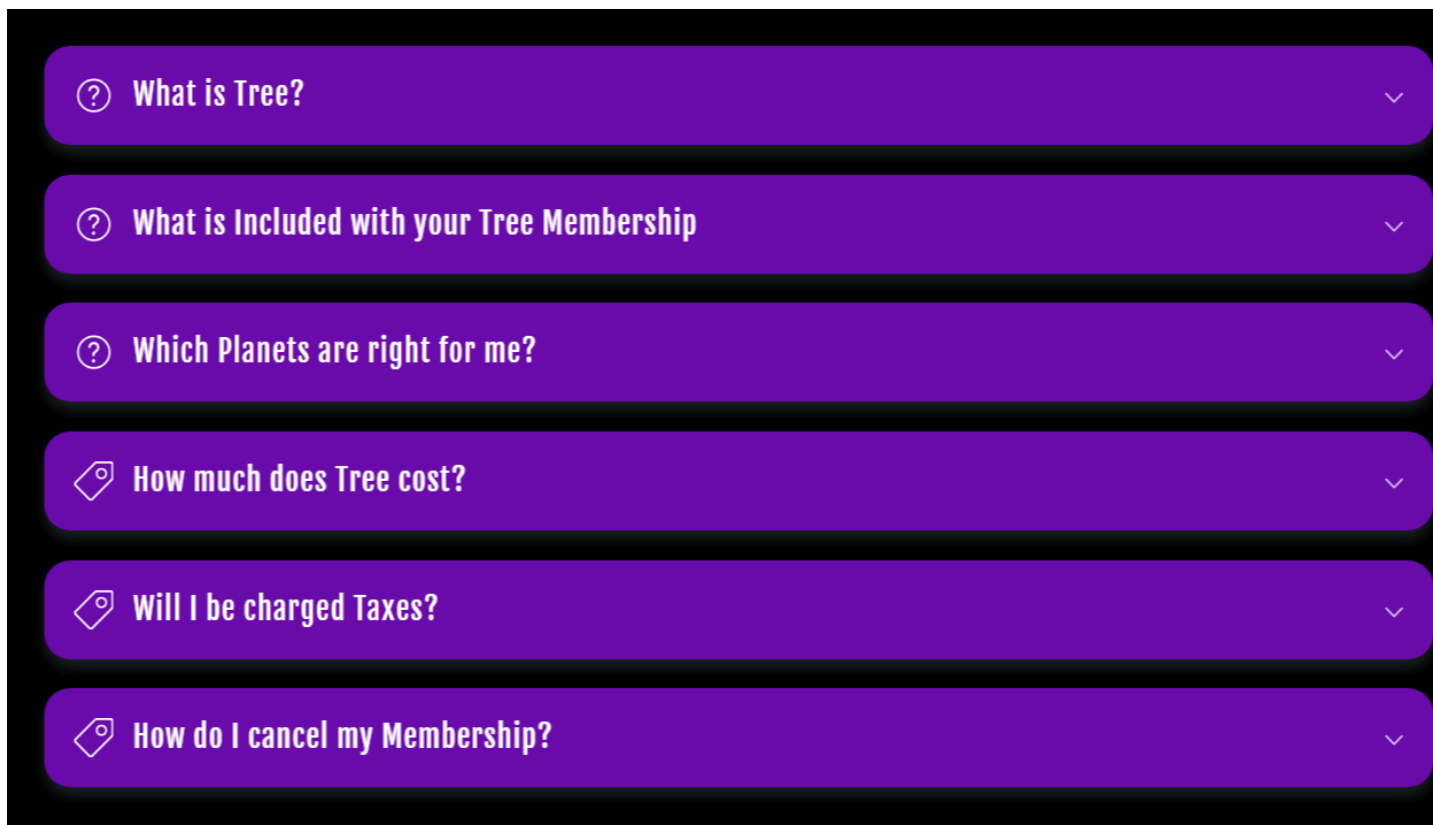
And now the FAQs. You know a landing page is off the rails when the first question is: "What is Tree?" Let me translate that for you: even you know the page isn't doing its job. If people have to dig into the FAQ section just to understand the basics, the page has already waved the white flag.

And the whole "Which planets are right for me?" thing,... it's cute, sure, but it's also confusing as hell. Tree, planets, learning...how is any of this connected? It's like someone

dumped a puzzle box on the floor and forgot to include the picture on the front of the box. FAQs are supposed to ease anxiety, not trigger an existential crisis.

Page Summary

Here's the deal: a landing page should be like a good GPS. Clear, direct, and impossible to misunderstand. Instead, this page is more like that old guy in the hardware store who gives directions by saying "go past where the old post office *used to be*." You're raising more questions than answers, and every ounce of ambiguity costs you conversions.

This isn't rocket science, or planetary science, in this case. Tell me what you do, why it matters, and why I should care, and do it in a way that doesn't feel like an overly ambitious high school art project from the special needs department. Right now, this page is trying to be clever when it desperately needs to be clear. Let's stop orbiting Pluto and bring this thing back to Earth.

TL;DR

Your page is the Swiss Army knife of confusion: lots of little pieces, none of them working together. Site visitors could spend the next 100 years studying and debating the actual intended purpose of each little piece of content and never solve that mystery.

Wars have started over less.

Fix it.

The Content Audit

A more technical look, word by word with better ideas than yours.

1. Hero / First Section

Why It's Here: This is supposed to be your "welcome mat",… the big, bold handshake that says, "Here's who we are, what we do, and why you should care." Instead, what we got is the equivalent of a guy at a party saying, "I do… uh… stuff."

What You Did: The headline: "Your Shortcut to Smarter Learning." Okay, but *what* am I learning? Smarter how? Are we talking Mensa-level stuff or just tips on how to double-knot my shoelaces? Then we've got the subheading with its buzzword soup, "maximize your growth." Growth of what? My waistline? My bank account? And let's not forget that background image of space. Sure, it looks cool, but what does it have to do with learning? Unless this is a NASA crash course, the sun and planets are just a weird flex.

Oh, and that "Start My Journey" button? You're asking me to commit before you've even told me what the journey is. That's like a stranger yelling, "Get in the car!" and expecting me to hop in without asking questions.

What You Should Have Done: How about a headline that's clear and specific, like, "Master Essential Skills with Lessons from Industry Leaders"? Follow it up with a subheading that actually gives me a reason to care. Something like, "Learn from experts in tech, business, and design to fast-track your success." And for the love of clarity, show some trust-building elements,… maybe a testimonial or two, or a badge that says, "Over 10,000 students taught."

Rating: 4.0/10 – You tried. I think.

2. Collage of Images

Why It's Here: This is supposed to be your "credibility wall"... you know, the part where you show off the big brains behind the operation. Instead, it's like you taped up random pictures of celebrities and hoped people would just *get it.*

What You Did: No headline, no explanation, no context. Just a bunch of tiny pictures of public figures that might as well be stock photos. It's like walking into a museum where all the plaques are blank. Are these people connected to the platform? Are they endorsing it? Did they accidentally wander into the frame? Who knows!

What You Should Have Done: Give it a headline, something like, "Learn from the Best." Then, add a quick blurb under each image that says who these people are and what they're contributing. Better yet, show how their expertise ties into the lessons. Right now, it's like showing me a picture of Tom Brady without telling me I'm signing up for a football camp.

Rating: 1.0/10 – Congratulations, you made "confusing" an art form.

3. Search Bar Section

Why It's Here: This is meant to be the ultimate shortcut, helping users find exactly what they want. Instead, it's just...there, like a spare part you forgot to assemble.

What You Did: "Search for a Topic or Person." That's it. No explanation of what I should be searching for or why this is useful. It's like handing someone a map without telling them where they are or where they're going.

What You Should Have Done: How about you tell me why I should care? "Find lessons on the topics you care about, taught by world-class experts." And maybe don't shove this in my face before I even know what the platform is. Put it later in the page, after you've convinced me you're worth my time.

Rating: 3.0/10 – Functionally, it's fine. Contextually, it's useless.

4. Trending Lessons

Why It's Here: This should be your showcase—the part where you say, "Look at all this awesome stuff we've got!" Instead, it's a random buffet with no labels.

What You Did: "Explore Trending Lessons." Cool. And what makes these lessons "trending"? Are they actually popular, or are you just calling them that to make them sound fancy? The thumbnails and short titles are so generic I could be looking at anything from DIY plumbing tips to quantum physics.

What You Should Have Done: Give me a reason to care. "Discover the most popular lessons chosen by learners like you" would be a good start. And for the love of Christ, add some descriptions. Tell me what each lesson is about and why it's worth my time.

Rating: 4.0/10 – You're not selling me lessons; you're selling me frustration.

5. Planets and Topics Section

Why It's Here: I think this is supposed to be the cool, thematic way to organize your content. Instead, it's a glorified screensaver.

What You Did: You threw some planets on the page, slapped random topics on them, and called it a day. No context, no explanation, no clear connection to the platform. It's like you said, "What if we made this look like a science fair project, but less informative?"

What You Should Have Done: Ditch the planets. Use clean, intuitive visuals that actually represent the topics, maybe icons or images related to AI, design, and real estate. And for crying out loud, explain what each topic is and why it's important.

Rating: 2.0/10 – Visually interesting, contextually bankrupt.

Summary

This page is like a first date where the other person won't stop talking about how cool they are, but they never actually tell you what they do for a living. Sure, it's pretty, but pretty doesn't pay the bills. What you need is clarity, focus, and a narrative that actually guides users.

Average Page Rating: 2.9/10 – Right now, it's more of a "landing failure" than a landing page.