

Transform Links into Limitless Possibilities

Your links are more than pathways—they're tools to amplify your brand. OnCliq transforms shortening into strategy with unmatched post-click analytics. Track, optimize, and dominate—all from one powerful dashboard.

Shorten. Track. Dominate.

[Start Now](#)

Everything You Need, All in One Platform

OnCliq is your all-in-one solution for smarter link management and growth. From shortening URLs to branded links, QR codes, and actionable insights—everything you need to share, track, and optimise your links seamlessly is right here. Simplify, engage, and thrive with OnCliq!

Branded URLs

Build trust and visibility with custom domains that reflect your brand identity.

Advanced URL Shortener

Instantly shorten long, cluttered URLs into clean, shareable links for better user experiences.

Customisable QR Code Generator

Create dynamic and trackable QR codes for smarter offline and online sharing.

Social Media Link Generator

Optimise social media posts and bios with trackable, branded links that drive engagement.

Link Management Dashboard

Organise, manage, and monitor all your links in one place with a user-friendly dashboard.

Custom URL Parameters

Add UTM and tracking parameters to links for better campaign performance and attribution.

Unlock OnCliq for Every Goal



OnCliq for Businesses

Streamline your marketing with actionable insights. Track campaigns, measure ROI, and optimise your digital strategies effortlessly. From product launches to customer engagement, OnCliq scales with your ambitions.



OnCliq for Creators & Influencers

Turn your content into a powerhouse. Track audience interactions, optimise engagement, and make every link count. OnCliq empowers you to grow your influence and

So much to say and so little space in the comments.

Typically, I would build a complete customer avatar, profile the competition, their offers, their landing pages, note anything that jumps out at me and then go right into an audit. I intentionally look for fault, without emotion, where the purpose is to highlight and focus on what can be improved. From there, I create a new page structure outline for all the content sections that are required to take that user on an emotional journey from “who the hell are you and what the hell is this” to “damn, I better hurry up and buy this thing”. Then, I’ll create multiple versions of copy for each section so we can better manage the balance between copy and design elements.

The reports I normally do are usually about 30-50 pages depending on the length of the landing page they offer. I wish I could provide much more detail as it’s critical to explain concepts.

Maybe reviewing this one from reddit will help to at least have a little bit stronger understanding of some of the principles and their application.

<https://lovesroi.com/cro/cro-audit.pdf>

Value Proposition (Hero Section – Above the Fold)

Summary: The headline reads, "Transform Links into Limitless Possibilities." Okay, sure, because nothing says "limitless possibilities" like shortening a URL. It's catchy but about as specific as a fortune cookie. The subheadline does the heavy lifting, promising analytics and optimization, but that's like saying you're selling a car and focusing on the cup holders. Then, there's the tagline, "Shorten. Track. Dominate." It's snappy, but it sounds more like the name of a failed workout program.

The CTA ("Start Now") is right there, center stage, practically begging for a click. But let's face it: without a compelling reason, this button is just a lonely hyperlink in a sea of missed opportunities.

Strengths:

- Prominent placement: You slapped this bad boy right above the fold, where it belongs.
- Clear CTA: At least no one's wondering where to click.

What You Did:

- The headline is vague, promising the moon without explaining how you'll get me there. Is this about improving ROI? Simplifying life? Solving world hunger? We don't know.
- Emotional appeal? Nah. You didn't even buy it flowers first. Where's the connection to my frustrations, like wasted ad spend or underperforming campaigns?

- The design is minimal, which is good, but it's almost *too* minimal... like a salad without dressing. Where's the visual sizzle to make me care?

What You Should Have Done:

- Refine the headline to highlight a specific benefit or solution, like: "Supercharge Your Links for Better ROI."
- Add an emotional hook to the subheadline, something that empathizes with user pain points or aspirations, like: "Tired of links that lead to nowhere? Let's change that."
- Include a dynamic visual element, maybe a sneak peek of your analytics dashboard or a graph showing the kind of growth users can expect.

Rating: 6.5/10

"Everything You Need, All in One Platform" Section

Summary: This section introduces the features in a clean grid, from branded URLs to custom QR codes. It's like the buffet line at a wedding: it's all there, but nothing really jumps out as exceptional.

Strengths:

- Logical placement right after the hero section, you're keeping things chronological, like a Netflix binge.
- It's clean and easy to scan. If users had a 5-second attention span (spoiler alert: they do), you've got them covered.

What You Did:

- The descriptions are about as exciting as reading the back of a cereal box. You mention “building trust” and “optimizing engagement” but don’t explain *how* these features do that.
- You missed an opportunity to visually spice things up. No icons, no color-coded pizzazz, just a bunch of plain text sitting there like a bad blind date.

What You Should Have Done:

- Flesh out the descriptions with tangible benefits or specific outcomes, like: “Branded URLs boost click-through rates by 20%.”
- Add visuals or icons to each feature, something to make it pop and break up the monotony.
- Lead with your most compelling feature (analytics, perhaps) to immediately grab attention.

Rating: 7.0/10

"Unlock OnCliq for Every Goal" Section

Summary: Now we’re talking segmentation: businesses, influencers, solopreneurs, everyone gets a shoutout. It’s a little like Oprah: “You get a benefit! And YOU get a benefit!” But while it’s nice that you’re thinking of everyone, the messaging is a bit generic, like a Hallmark card.

Strengths:

- Audience segmentation is solid. You’ve acknowledged that not everyone who visits your site is the same. Bravo.

- The images are relevant and relatable, showing actual humans (as opposed to those stock photos where everyone looks too happy to be real).

What You Did:

- The copy is generic and doesn't really speak to anyone's unique problems. You're basically saying, "We're great for everyone!" without proving it.
- The lack of real-world examples or success stories makes this section feel more like a brochure than a solution.

What You Should Have Done:

- Include specific examples or success stories under each audience type. For example: "How a solopreneur increased clicks by 50% using OnCliq."
- Add more targeted pain points and solutions for each group. Businesses want ROI; influencers want growth; solopreneurs want simplicity, lean into that.

Rating: 7.5/10

Core Offerings Section

Summary: Another feature grid, this time for "advanced" tools like geo-targeting and collaboration. It's like a sequel no one asked for. It adds more features but doesn't bring anything new to the table.

Strengths:

- It builds on the earlier feature list, showcasing more advanced options.
- The layout is consistent and easy to skim, so at least users won't get lost.

What You Did:

- Repetition. This section feels redundant after the earlier grid, like you're padding an essay to meet the word count.
- The descriptions are still generic, leaving users guessing about the real impact of these features.

What You Should Have Done:

- Combine this with the earlier feature grid and categorize everything into basic and advanced options.
- Add specific examples or data points to show the value of these tools. For instance, "Geo-targeting increased click-through rates by 30% in regional campaigns."

Rating: 6.0/10

Final CTA Section

Summary: The page wraps up with a bold CTA: "Ready to Revolutionise Your Links?" Well, I guess I should be, but you didn't really convince me along the way. The color scheme grabs attention, but the message is generic,... like a motivational poster in a corporate break room.

Strengths:

- The CTA button is prominent and easy to spot. It's the visual equivalent of a neon sign.
- The bold orange section stands out, breaking up the page visually.

What You Did:

- The copy feels rushed and generic, like you're trying to close the sale without fully earning it.
- There's no urgency or incentive to act now, nothing that makes me think, "I need to click this button *today*."

What You Should Have Done:

- Add urgency to the CTA, like "Start Now and Get Your First Month Free!"
- Include a quick recap of the key benefits to remind users why they should act.
- Incorporate a trust element (e.g., testimonials, guarantees) to reduce last-minute hesitation.

Rating: 6.5/10

Final Thoughts

You've got the bones of a solid landing page, but it feels more like a draft than the polished, persuasive pitch it could be. Each section has potential, but without more specificity, emotional appeal, and visual engagement, it's like running a race with one shoe on. Tighten the copy, add more proof points, and for the love of all things clickable, make me care.