

End Your Stress for Good Landing Page UX (User Experience) Feedback Report

Overall Impressions

While your many glowing testimonials indicate you have a well-liked product, this landing page could be **substantially improved** from a **click-through** or **conversion rate optimization perspective**.

The page's copywriting and visual design are the primary factors that will discourage people from clicking through this landing page and learning more about your product. Each of these has their own section below, but to summarize the issues we found:

- The copywriting is awkward and unconvincing in places, and, most importantly, **does not define a clear user journey that ends with wanting to learn more** about the End Your Stress for Good program.
- The visual design, when viewed on a laptop browser, constricts all the information on the page into a narrow area, making **it difficult to read, less convincing, and bothersome as a user experience (UX) design. It is also not optimized for mobile.**

These issues are very fixable. Rewriting the copy and making key edits to the landing page layout will lead to more conversions. And again, to be totally clear, any corrections suggested below follow user experience design best practices for increasing conversion rate.

Detailed Assessment

Copywriting Feedback

1. Too Long. Due partially to visual design choices (see our comments below), the page feels like a lengthy, difficult read, and an arduous task to

complete. We would recommend cutting roughly 50% of existing copy, which would enable your readers to feel that you respect their time. If it takes too long to pitch your reader, they will never be convinced.

2. Not Enough Information About Product. It's unclear what, exactly, your method consists of even after reading the different steps you tell us about roughly two thirds of the way through the landing page.

How do you differentiate your method from other methods, such as therapy or medication? From meditation? What is the advantage of going with End Your Stress for Good versus those other treatment methods? What are some topics your program covers?

It may seem counterintuitive to give your audience some of the meat of your product, but a sneak-peek is incredibly important as it relates to sales. Remember, many programs give away entire e-books to convince the audience to make a purchase! Strategically choosing some program information to give away will allow your readers a glimpse into what they are getting before they buy. In the age of information, people no longer buy based on enticement and mystery alone, especially online.

3. Awkward Wording. The way the benefits of this product are phrased is often hard to understand. For example: “keep reading to learn how Jane reversed her soul-crushing stress... to finally find peace.” I’m not sure what “reversing” stress is—I know about “relieving” stress or managing it.

Some more examples of awkward wording:

- **“countless clients and workshop students...”** *What comes to mind:* What is the difference between a client and a workshop student? Which one will I be if I sign-up for this program? Are you taking me on as a client or will I join a workshop? Will I have access to other students in a workshop setting?

- **“8-week self-paced solution...”** *What comes to mind:* Is it 8-weeks or is it self-paced – these are opposites? What happens if I skip a week?
- **“raising consciousness...”** *What comes to mind:* Is this like raising the dead – just a theory? How do you raise consciousness? Does this mean you become more aware of existing ideas or do you think of new ideas?
- **“she was stressed to the max”** (this wording seems to trivialize Jane’s experience: we might say she was overwhelmed, swamped, on the point of a breakdown, etc)
- **“After seeing countless clients and workshop students struggling with the same issues, a breakthrough emerged”** (How and when did it emerge? From where? Did you have a breakthrough? Did they?)
- **“if you want to put away your miserable suffering”** (all suffering is by definition miserable, we can cut the adjective)

4. Unclear User Journey. There doesn’t seem to be reasoning or logic behind the way information is presented. Here is what we mean by that:

Much of the copy seems out of order—asking a user if they “feel like Jane” before introducing Jane and what she’s going through, for instance. Why do the testimonials come immediately after introducing Jane’s problem? What exactly did Jane do to end up feeling so much better?

Overall, the copywriting on the page feels like a user is simply presented with a lot of information in the hopes that some of it will convince them to buy. We need to shape these materials into a story that makes them **want to buy**. The story would be structured around the storybrand model and based on a deep-dive understanding of your audience.

Visual Design Feedback

1. Compressed and Difficult to Read. The extremely narrow page layout compresses all of the testimonials, product descriptions—actually, any piece of information you are trying to show prospects—into a **long shopping list-like experience where it comes one piece after the other**. This is **visually daunting, and risks causing users to click off the page before the end**.

We recommend you revise this to be a wider, more spread-out, “snackable” or “skimmable” visual experience that allows the user to relax and find pleasure in your page. Your page discussing ending stress should not be a stressful experience! There are UX/UI strategies to make the experience more pleasurable on the eyes and mind.

2. Unclear Section Headings. Your reader or user does not know, reading this page, what they are supposed to be doing where, or what the significance of the information they are being presented is. Why not? Because the information doesn’t have titles or section headings.

While you think that the information speaks for itself and doesn’t need headings, remember, your readers are strangers to this information. You want to hand the new information to your reader on a silver platter, so to speak.

3. Consider Video. Landing pages with a video perform **much better** than landing pages without one. Considering your product is so much about partnering with you as a mental health expert, a video that allows your prospects to hear your voice and get to know you would be a tremendous asset. You don’t need to appear on screen, either: you can simply record your script over an aesthetically pleasing background.

If you can’t shoot a video, then build some kind of interactivity into the page—a quiz, a photo slider that allows prospects to click between slides—to allow prospects to engage.

4. Grainy photo. You need a professional photograph of yourself with a smiling, engaging, and warm pose.

In sum, your landing page has tremendous potential provided you adjust the content to be a clearer and easier experience for the reader.

End Your Stress for Good Checkout Page UX (User Experience) Feedback Report

Overall Impressions

Again, while your numerous glowing testimonials speak highly of your product's quality, this checkout page could also be **substantially improved** from a **conversion rate optimization perspective**. The page's copywriting and visual design do not streamline the checkout process, and in fact present visual and cognitive obstacles to completing it.

Here are the main issues:

- The sales copywriting **does not clearly define the nature of the product**. A user does not gain a clear idea of what each *End Your Stress For Good* asset *does*, and what their money is buying, exactly. What your product does may seem obvious by the name of the product, but it is not.
- The visual design, when viewed on a laptop browser, does not lead the eye of the user naturally towards the form they need to fill in to input their information, and lacks clear calls to action (CTAs).

These issues are also fixable, but rewriting the copy and substantially editing the design of the checkout page will be necessary for it to convert to sales. Please see our more detailed assessments of these issues below.

And again, to be totally clear, any corrections suggested below follow user experience design best practices for increasing conversion rate.

Detailed Assessment

Copywriting Feedback

1. What Are We Buying Here? Phrases like “8 weeks of easy steps you can do anywhere, on your own time” are too vague to entice a user to purchase. “Short, easy-to-consume audio recordings – mp3 files” is another good example: Recordings of what? Or “Congratulations!” at the top of the page—congratulations on what?

These offerings need to be clearly defined with vivid, powerful, attractive language that sways a user’s emotions.

2. Unclear Money-Back Guarantee. Phrases like “Feel free to e-mail me with any other questions” are also too vague and make the money-back guarantee seem unconvincing. You should be suggesting what users might need to email you about—questions about the End Your Stress method, for instance.

Overall, the sales copywriting on the page **lacks the urgency and power** that converts users from prospects into customers. Although customers have clearly found the program valuable, the copy needs to be more descriptive and emotional about benefits and value add, to make users **want to buy**.

3. Lengthy Verbiage. In some instances, sentences could be much more concise. For example, “You’ll receive an e-mail with a link to download your program immediately after your transaction completes” could be written more concisely as “Check your email for the downloadable link after purchase.”

Visual Design Feedback

1. Unclear Sales Journey. The page needs more direction front-and-center about where the user needs to go to pay. The user only gets direction about where the payment form is after they have already scrolled down. The purpose of the page is to accept payment, so a user shouldn't need to search for that.

2. No Calls-To-Action. The page should feature multiple buttons or links offering a place to "Pay Now," or an equivalent phrase, so users don't have to search around. These should be clearly distinguished from the background of the page using color and font choices that stand out without looking crass or untrustworthy.

3. Testimonial Placement and Fonts. The testimonials seem squeezed off to the side with very little attention given to the formatting or line breaks of the text. This discourages a user from reading testimonials and taking them seriously. The UX/UI model has a specific way to format testimonials on a page.

4. Price. The amount seems arbitrary and random because it ends in a seven. Figures that are seen more often are easier on the eyes and don't give pause (ie: \$99). Additionally, you could raise your price to up to \$149.00.

5. Sizing and Placement of Design Elements. The biggest issue from a user experience design perspective is that the checkout page is squeezed into strange, difficult-to-read shapes (why is the credit card number box so tiny, for example?) and placed in non-intuitive locations (for example, the sides of the page). These design choices weaken the checkout page's effectiveness.

The design should be replaced with a simple, linear layout featuring multiple calls to action and centered around the form where a user inputs payment information. Testimonials could appear below this form; a brief introduction and description of the offering could appear above it.

The purpose of a checkout page, remember, is to allow a user to easily check out. They should already be convinced to buy at this point; this layout risks undermining their confidence and causing them to leave the site.

Next Step Suggestions

Your landing page and your checkout page are both rife with opportunities for improvement in order to maximize their potential for landing customers and increasing your conversion rate of visitors to the page.

We see a clear path forward and would welcome the opportunity to use our UX/UI training and copywriting expertise to bring these pages to where they need to be.