



CONVERSION DIAGNOSTIC · 12 DIMENSIONS

EXAMPLE · stripe.com

# stripe.com

Strong infrastructure and brand. Generic hero copy and missing urgency / offer specificity hold back immediate conversion.

CURRENT

**78**/100

SOLID – ROOM TO LIFT



AFTER 5 FIXES

**88**/100

+10 pts

**Target**

https://stripe.com

**Methodology**

12-dimension rubric v3

**Profile**

Mobile · Lighthouse + axe-core

**Author**

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## § 01 · REAL MEASUREMENTS

# Browser & accessibility metrics

Captured in a real Chrome session via Google Lighthouse and axe-core. The same numbers Google uses to rank you.

## PERFORMANCE

**45**/100LCP 13.9s · CLS 0.00  
· TBT 752ms

## ACCESSIBILITY

**100**/1002 a11y issues  
(moderate + minor)

## BEST PRACTICES

**100**/100

no issues found









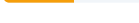



## SEO

**92**/100strong meta +  
structure

## § 02 · DIMENSIONS

# 12-dimension breakdown

Each dimension scored 0-10. Full findings in the page-by-page commentary below.

#	Dimension	Score	Severity
01	Hero Clarity	 7/10	MEDIUM
02	Value Proposition	 6/10	HIGH
03	CTA Effectiveness	 8/10	MEDIUM
04	Trust Signals	 9/10	QUICK WIN
05	Social Proof	 8/10	MEDIUM
06	Objection Handling	 7/10	MEDIUM
07	Form Friction	 9/10	QUICK WIN
08	Mobile Optimization	 8/10	MEDIUM
09	Offer Specificity	 5/10	HIGH
10	Urgency / Scarcity	 3/10	CRITICAL
11	Proof of Outcomes	 8/10	MEDIUM
12	Page Speed	 7/10	MEDIUM

§ 03 · FIX 01

**CRITICAL** measure · CTR on hero "Get started" (14d)

## Hero headline is too generic — no clear differentiation

### WHY IT MATTERS

H1 'Financial infrastructure to grow your revenue' could be any payment processor. Visitors don't grasp why Stripe beats Adyen, PayPal, Square. A headline that names a measurable advantage raises perceived relevance and cuts bounce.

### HOW TO FIX

Rewrite the H1 to lead with a measurable competitive advantage; rewrite the subhead to name the target. Example: 'Accept payments in 135+ currencies with industry-leading approval rates.'

### COPY-PASTE REPLACEMENT

Accept payments in 135+ currencies with industry-leading approval rates. From startups to 50% of the Fortune 100, companies of every size scale their revenue with Stripe's financial infrastructure.

**A/B TEST  
FIRST**

Current headline is functional and Stripe brand is strong. A/B will validate without risking brand perception.

§ 03 · FIX 02

HIGH measure · visitor → completed signup (21d)

## Zero urgency or incentive to act today

### WHY IT MATTERS

With no urgency, visitors defer indefinitely. A temporal incentive ('first 3 months no fees') or immediate benefit ('Live in 10 minutes') creates pressure to convert today instead of 'later'.

### HOW TO FIX

Insert a single urgency line directly above or inside the primary CTA. Example: 'Live in 10 minutes. No setup costs, no credit card.'

### COPY-PASTE REPLACEMENT

Live in 10 minutes. No setup costs, no credit card required.

SHIP TO  
PRODUCTION

No urgency present today (3/10). Adding an immediate benefit is a clean improvement with no user-confusion risk.

§ 03 · FIX 03

**HIGH** measure · "Get started" vs "Contact sales" share (14d)

## Pricing invisible in hero — visitors don't know what it costs to start

### WHY IT MATTERS

Lack of pricing transparency creates friction: visitors assume hidden costs or 'enterprise-only'. Showing indicative pricing or a 'See pricing' secondary CTA reduces uncertainty and qualifies leads faster.

### HOW TO FIX

Add a pricing line beneath the subhead or as a tooltip on the CTA. Alternative: change the secondary CTA from 'Contact sales' to 'See pricing' so self-service buyers self-select.

### COPY-PASTE REPLACEMENT

From 2.9% + €0.25 per transaction. No monthly fees, no hidden costs.

**A/B TEST  
FIRST**

Stripe serves enterprise + self-service. Showing pricing may lift SMB conversion but cool enterprise — test the net.

§ 03 · FIX 04

QUICK WIN measure · "Get started" CTR (7d)

## Two primary CTAs compete for attention in the hero

### WHY IT MATTERS

Two equal-weight buttons in the hero dilute focus and increase decision paralysis. Self-service visitors get confused. A clear hierarchy (primary vs. secondary) or removing "Contact sales" from the hero improves clarity.

### HOW TO FIX

Keep 'Get started' as primary (solid colour, large). Convert 'Contact sales' to a text link or ghost button beneath the primary, or move it to the sticky nav. Optionally re-copy to 'Talk to sales'.

### COPY-PASTE REPLACEMENT

Primary CTA (large, solid): "Get started"

Secondary (small text link under it): "or talk to sales →"

SHIP TO  
PRODUCTION

Clear visual hierarchy is a universal best practice; no risk of user confusion when one CTA is clearly primary.

§ 03 · FIX 05

## QUICK WIN

measure · scroll depth past logo carousel (14d)

## Logo carousel without quantified outcome context

## WHY IT MATTERS

OpenAI, BMW, Amazon logos build trust but communicate no outcomes. Adding a brief metric below each ('Amazon | Infrastructure for billions in transactions') turns the carousel from passive recognition to active proof — important for visitors who don't recognize all brands.

## HOW TO FIX

Add a one-line caption below 2–3 key logos with an outcome metric. Alternatively, link each logo to its case study with a hover 'See case study' CTA.

## COPY-PASTE REPLACEMENT

OpenAI · Instant checkout for millions of users  
BMW · Unified payments in 160 countries  
Amazon · Infrastructure for billions in transactions

## SHIP TO PRODUCTION

Adding context to existing logos is an incremental improvement with no structural risk.

§ 04 · COPY

# Hero rewrite — current vs. proposed

## CURRENT

### Financial infrastructure to grow your revenue.

Accept payments, offer financial services and implement custom revenue models — from your first transaction to your billionth.

## PROPOSED · +10 PTS

### Accept payments in **135+ currencies** with industry-leading approval rates.

From startups to **50% of the Fortune 100**, companies of every size scale their revenue with Stripe's financial infrastructure. **Live in 10 minutes. No setup costs.**

## RATIONALE

The current H1 is generic and doesn't differentiate Stripe from competitors. The new H1 leads with two concrete advantages: **global reach** (135+ currencies) and **performance** (industry-leading approval rates). The rewritten subhead adds quantified social proof (50% Fortune 100) and clearly segments the audience (startups → enterprise). The final line adds urgency and removes objections (setup time, hidden costs).

§ 05 · CTA

# Three CTA variants

Drop-in replacements for the primary call-to-action, ranked by expected impact.

SHIP THIS

RANK 1

**Live in 10 minutes**

Emphasizes implementation speed (immediate benefit). Reduces the "this will take weeks" objection. Ideal for self-service and startups.

RANK 2

**Start free today**

Removes the initial-cost objection and adds temporal urgency. Works if Stripe has no setup fee or a free tier. Attracts price-sensitive SMBs.

RANK 3

**Join 200M+  
subscriptions**

Uses quantified social proof as motivator (FOMO). Positions Stripe as the industry standard. Effective for consideration-stage visitors.

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## Your audit, in your inbox in **60 seconds.**

Same 12-dimension diagnostic. Your real H1, your real CTA, your real form. **\$24 once**, PDF delivered, 7-day refund.

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