

# Quiet Buyer Lab - Sample Homepage Conversion Report

Conversion readiness: 62 / 100

Problem clarity: 88 / 100

Proof density: 54 / 100

CTA momentum: 42 / 100

Objection handling: 71 / 100

Conversion leak map:

1. The first screen explains the product but delays the reason to act now.
2. Proof, examples, and scope boundaries arrive after the buyer already hesitates.
3. The CTA asks for a decision before reducing pricing, rollout, and approval anxiety.

Priority fixes:

- Compress the headline around the buyer outcome and why-now trigger.
- Move proof and process limits above the primary CTA.
- Add one sample output and one low-risk request path before asking for a call.

Promo copy candidates:

- Traffic is there. Inquiries are not.
- Before buying more ads, find where quiet buyers hesitate.
- Send one URL. Get ten conversion leaks and three next tests.