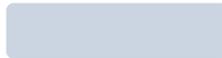




Conversion Friction Patch Plus

2-Page Consistency Fix



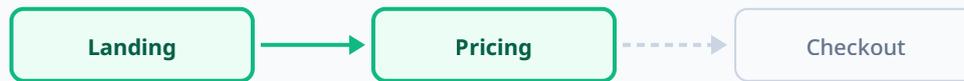
Pages analyzed: **Landing** · **Pricing**

2-Page Consistency Fix (Landing + Pricing section): cross-section consistency audit focused on CTA labeling, price framing, language consistency, and cancellation reassurance. Based on publicly visible page copy as of 2026-02-13. Includes up to 20 fixes, alignment rules, and implementation order.

Delivered 2026-02-13



01 Cross-Page Risk Diagnosis



1. Primary CTA label drift: the page mixes “Start Free”, “Start for \$75/month”, and “Start now” for the same action, creating paid-vs-free uncertainty at the decision moment.
2. Price framing is split across sections: a launch banner mentions \$75/month, the hero CTA includes price, and the pricing card shows \$75/month + billing terms — but the CTA label near pricing does not reinforce the same meaning.
3. Language consistency issue: the navigation includes “Testimonios” while the selected language is English, which can subtly reduce perceived polish and trust.
4. Cancellation reassurance is inconsistent in detail: pricing says “Cancel anytime.” while FAQ clarifies “cancel... from your dashboard.” This mismatch can trigger risk-checking behavior right before signup.

Overall Impact: High

The conversion action is labeled three different ways (free vs paid vs generic), which increases decision friction and can cause users to pause to re-interpret what happens after clicking the button.

02 Landing — Top Frictions

Landing

1. Header CTA says “Start Free” while the hero CTA says “Start for \$75/month” — mixed signals about whether signup is free vs paid. High
2. Navigation label “Testimonios” appears in an English UI, lowering perceived consistency/polish. Med
3. The price context is present, but not packaged consistently near every primary CTA; users must re-confirm details across sections. Med

03 Pricing — Top Frictions

Pricing

1. Pricing card CTA says “Start now” (generic) while other CTAs communicate “Free” or “\$75/month” — increases hesitation at the exact purchase-intent section. High
2. Billing reassurance is short here (“Cancel anytime.”) but detailed elsewhere (dashboard control) — risk reassurance feels incomplete at the decision point. Med
3. Analytics wording differs between feature section (“Real-Time Analytics”) and pricing bullet (“Complete analytics”). Minor, but adds cognitive noise. Low

04 Cross-Page Alignment Rules

1 Header CTA → Hero CTA → Pricing CTA

→ Use one canonical CTA label across the entire page for the same action

“When the same click leads to the same destination but the label changes, users pause to re-check what they’re agreeing to.”

Recommendation:

2 Launch price banner → Hero pricing context → Pricing card billing line

→ Keep price framing and billing terms identical wherever price is mentioned

“If price meaning shifts by section, visitors mentally ‘audit’ the offer instead of moving forward.”

Recommendation:

3 Nav language → Section headings language

→ Avoid mixed-language labels in a single-language experience

“Mixed-language UI is a subtle trust leak — users interpret it as unfinished or inconsistent.”

Recommendation:

4 Feature naming (Benefits section) → Feature naming (Pricing bullets)

→ Use identical feature terminology across sections

“Small naming drift increases scanning effort and reduces the feeling of ‘tightness’ on the page.”

Recommendation:

5 Pricing reassurance line → FAQ reassurance line

→ Cancellation language should match in both promise and specificity

“If one section is vague while another is specific, the vague one creates doubt at the click moment.”

Recommendation:

05 Priority-Tagged Fix List

#1 Header / Nav primary CTA

Landing

High

Consistency

Existing

Replace

Why

Keeps the ‘free’ promise while clarifying the action is setup/account creation, not ‘free forever’. Sets a single canonical CTA label.

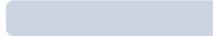
#2 Hero primary CTA button

Landing

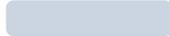
High

Consistency

Existing



Replace



Why

Removes free-vs-paid label conflict between header and hero. Price can remain as standardized context line elsewhere.

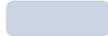
#3 Pricing plan CTA button

Pricing

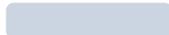
High

Consistency

Existing



Replace



Why

Eliminates the third CTA variant. Keeps the same action label at the highest-intent section.

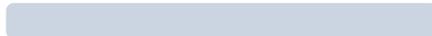
#4 Top banner (launch price line)

Landing

High

Clarity

Existing



Replace



Why

Converts a 'promo statement' into a standardized pricing fact line that can be reused verbatim near CTAs.

#5 Billing reassurance line under price

Pricing

High

Risk

Existing



Replace



Why

Matches the FAQ's stronger reassurance ("from your dashboard") and reduces risk-checking before clicking.

#6 Navigation item (English UI)

Landing

Med

Trust

Existing



Replace



Why

Removes mixed-language UI that can subtly reduce perceived polish and trust.

#7 Hero supporting CTA

Landing

Med

Clarity

Existing



Replace



Why

Adds expectation clarity and reduces perceived time/effort to evaluate.

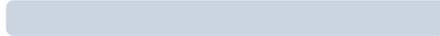
#8 Hero value headline

Landing

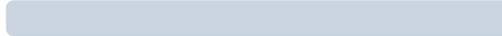
Med

Clarity

Existing



Replace



Why

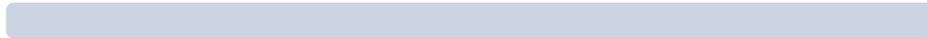
*Makes the mechanism explicit (Apple/Google Wallet) so the promise feels more concrete.***#9 Hero subheadline (first sentence)**

Landing

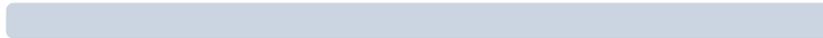
Low

Clarity

Existing



Replace



Why

*Slightly tighter phrasing; keeps meaning while improving scanability.***#10 Hero bullet**

Landing

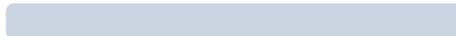
Low

Trust

Existing



Replace



Why

*Turns a generic claim into a concrete support promise, increasing trust near the decision moment.***#11 Hero bullet**

Landing

Low

Clarity

Existing



Replace



Why

*Removes ambiguity ('your' → 'custom') and matches later section wording about customization.***#12 Demo card CTA label (embedded example)**

Landing

Low

Clarity

Existing



Replace



Why

*Avoids repeating the 'free' concept in an unrelated place, which can reinforce free-vs-paid ambiguity.***#13 Pricing section headline**

Pricing

Low

Clarity

Existing



Replace



Why

Improves readability and emphasis without changing meaning.

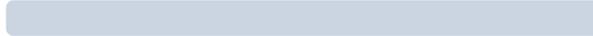
**#14 Pricing section
subheadline**

Pricing

Low

Clarity

Existing



Replace



Why

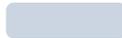
*Tighter phrasing reduces cognitive load while keeping the claim.***#15 Plan
label**

Pricing

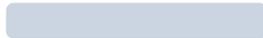
Low

Consistency

Existing



Replace



Why

*Matches the promise 'Everything included' and reduces the need to infer plan differences.***#16 Plan
title**

Pricing

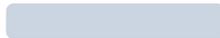
Low

Clarity

Existing



Replace



Why

*Clarifies what 'included' refers to (features), improving scan clarity.***#17 Pricing bullet
(analytics)**

Pricing

Low

Consistency

Existing



Replace



Why

*Aligns with the benefits section label "Real-Time Analytics" to reduce terminology drift.***#18 Pricing bullet
(marketing)**

Pricing

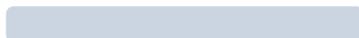
Low

Consistency

Existing



Replace



Why

*Aligns with the benefits section heading "Automated marketing" and makes the promise feel more specific.***#19 Testimonials section
tagline**

Landing

Low

Trust

Existing



Replace



Why

More direct phrasing improves perceived confidence and readability.

#20 Final CTA section headline

Landing

Med

Clarity

Existing

Replace

Why

Ties the CTA to the core mechanism (Wallet) for stronger message coherence from top to bottom.

06 Implementation Order

1

Standardize the primary CTA label everywhere to “Start free setup” (header, hero, pricing CTA, final CTA). Verify all CTAs still point to the same destination.

Both

2

Standardize pricing context line to “\$75/month · billed monthly · cancel anytime” and place it consistently near primary CTAs (banner + pricing card).

Both

3

Align cancellation reassurance wording to “Cancel anytime from your dashboard.” wherever cancellation is mentioned (pricing billing line + related copy).

Both

4

Fix mixed-language UI in English mode: change “Testimonios” → “Testimonials” (and any repeated nav/footer instances).

Landing

5

Align feature naming across sections (Real-Time Analytics ↔ Real-time analytics, Automated marketing ↔ Automated marketing campaigns) to remove terminology drift.

Both

6

Polish remaining low-severity clarity items (demo label ‘Get free card’, testimonials tagline, minor headline tightening) after High/Med items ship.

Both

2 revisions included within 14 days of delivery (wording tweaks on the proposed lines only; no new pages/sections).

