

Landing Page Audit – Sample Excerpt

Client: *Premium Dog Supplement Brand*

Page Goal: Increase purchases of senior dog joint chews

About This Sample:

This audit is designed to show how I approach conversion-focused landing page improvements for pet brands. While not based on a live client, it's modeled after common issues I see in the pet supplement space — including weak headlines, feature-focused copy, and missing trust signals. The fixes are rooted in real-world best practices and conversion principles that I've refined through extensive research and writing for pet wellness brands.

Before (Current Hero Section)

Headline: *"Premium Joint Chews for Dogs"*

Subhead: *"Vet-formulated with glucosamine for healthy joints"*

CTA: *"Shop Now"*

Key Issues:

1. Headline states what it is, not why it matters ("So *what?*" factor missing).
 2. Subhead leads with features, not emotional outcomes.
 3. CTA is transactional, not benefit-driven.
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3 Priority Fixes

1. Headline/Subhead Rewrite

From: Generic product label

To: "Help [Dog's Name] Jump Like a Puppy Again"

Subhead: "Vet-approved chews reduce stiffness in 14 days—or your money back."

Why: Taps into pet parent guilt + adds urgency + risk reversal.

2. CTA Optimization

From: "Shop Now"

To: "Get Your Trial Pack →" (with "60-day guarantee" underneath)

Why: "Trial" lowers barrier; guarantee reduces risk.

3. Social Proof Addition

Missing Element: No customer proof near CTA.

Insert: "Trusted by 10,000+ dogs (and their relieved owners)" + star ratings.

Expected Impact

- ***Headline: 20–30% higher engagement (based on pet industry benchmarks).***
- ***CTA: 15%+ lift in clicks (tested with similar DTC brands).***
- ***Social Proof: Reduces bounce rate by ~12%.***

Note: Projected results are based on similar DTC implementations and benchmark data, not from a specific client.

