

Hookscore report

https://techflow.io · goal: generate leads · analyzed in ~112.0s · confidence 70%

5.1/10

Overall
Needs work

10.0/10

First Impression
Excellent

4.6/10

Conversion Power
Weak

1.0/10

Content Quality
Critical

THE BRUTAL TRUTH

Your content quality is the weakest link at 1.0/10. There's nothing on the page telling me anyone else trusts you, so I have no reason to believe the promise.

Top 3 fixes

1. The copy leans on buzzwords a first-time visitor won't decode.

YOUR COPY

Automate your entire sales pipeline

REWRITE

Say it in plain words a 12-year-old could repeat back.

Replace 'leverage / seamless / end-to-end' with concrete verbs and nouns. · Body copy

How to fix: Read the page out loud and swap every word a 12-year-old wouldn't use (leverage, seamless, end-to-end) for a plain verb.

2. The page lists features instead of the outcomes they create.

YOUR COPY

Automate your entire sales pipeline

REWRITE

For each feature, add 'so that you can ...'.

Buyers pay for outcomes, not mechanisms. Translate every feature into a benefit. · Feature section

How to fix: For each feature bullet, append 'so that you can ...' and lead the line with that outcome instead of the feature.

3. Your primary CTA doesn't clearly do anything when a visitor clicks it.

YOUR COPY

Learn more

REWRITE

Start free →

A dead or ambiguous primary button kills every conversion you worked for. Wire it to a real next step and make the label an action. · Primary CTA

How to fix: Open your page builder, click the primary button, point it at your real signup/checkout URL — then load the page and click it yourself to confirm it actually goes somewhere.

Your action plan

1. Read the page out loud and swap every word a 12-year-old wouldn't use (leverage, seamless, end-to-end) for a plain verb.
2. For each feature bullet, append 'so that you can ...' and lead the line with that outcome instead of the feature.
3. Open your page builder, click the primary button, point it at your real signup/checkout URL — then load the page and click it yourself to confirm it actually goes somewhere.
4. Add trust cues near the CTA: a money-back line, a security/GDPR badge, or a row of recognizable client logos.
5. Add 2–3 real testimonials with a name and photo (or a hard number like '2,400+ teams') directly below the hero CTA.
6. Replace vague claims with a concrete number, timeframe, or result (e.g. 'save 6 hours/week', 'in 14 days').

Every conversion killer

Critical Free of jargon the visitor won't understand

~70 words scanned for buzzword density.

→ Replace 'leverage / seamless / end-to-end' with concrete verbs and nouns.

Critical Benefit-led, not feature-dump

Detected on <https://techflow.io>.

→ Buyers pay for outcomes, not mechanisms. Translate every feature into a benefit.

Major Primary CTA verified to do something

Primary CTA 'Learn more' → no_effect_suspected.

→ A dead or ambiguous primary button kills every conversion you worked for. Wire it to a real next step and make the label an action.

Critical Trust signals present (logos, guarantees)

Only 0 trust cues detected.

→ Add real logos, a testimonial with a name/face, or a hard usage number near the CTA.

Critical Credible social proof (testimonials, counts)

Only 0 social-proof signals detected in the copy.

→ Add real logos, a testimonial with a name/face, or a hard usage number near the CTA.

Critical Specific and proof-backed, not fluffy

Detected on <https://techflow.io>.

→ Improving 'Specific and proof-backed, not fluffy' lifts your Content Quality score.

Critical Speaks to 'you', not just 'we'

Detected on <https://techflow.io>.

→ Improving 'Speaks to 'you', not just 'we"' lifts your Content Quality score.

Major Low friction to act (form length, surprises)

Detected on <https://techflow.io>.

→ Improving 'Low friction to act (form length, surprises)' lifts your Conversion Power score.

CTA audit

Button	Outcome	Confidence
Learn more	no effect suspected	50%
Watch demo	anchor scroll	80%

Full breakdown

First Impression — 10.0/10 · Excellent

Headline says what the product is	crystal clear	100%
Value prop is customer-outcome focused	outcome focused	100%
Target audience is identifiable in 5s	obvious	100%
A clear CTA is above the fold	present	100%

Conversion Power — 4.6/10 · Weak

Primary CTA is clear and prominent	strong	100%
Primary CTA verified to do something	unverified	50%
Trust signals present (logos, guarantees)	none	0%
Credible social proof (testimonials, counts)	none	0%
Low friction to act (form length, surprises)	moderate	50%

Content Quality — 1.0/10 · Critical

Free of jargon the visitor won't understand	jargon heavy	0%
Benefit-led, not feature-dump	feature heavy	0%
Specific and proof-backed, not fluffy	vague	0%
Speaks to 'you', not just 'we'	self centered	0%
Skimmable structure (headings, lists)	skimmable	100%

Generated by Hookscore · Hookscore can make mistakes — verify each suggestion before applying.