

A LANDING PAGE THAT EARNS THE NEXT SCROLL.

RELAYNOTE

A complete example of a FoldFix conversion teardown: diagnosis, three ready-to-paste rewrites, and five ranked fixes.

THE FICTIONAL BRIEF

RelayNote turns customer interview notes into a prioritized product roadmap. Audience: early-stage SaaS product teams. Goal: start a free trial.

NO REAL COMPANY, CUSTOMER, TRAFFIC, OR PERFORMANCE DATA

Clear product. Blurry first promise.

RelayNote has a useful outcome hiding behind generic language. The page explains the category before it explains the win, so a qualified visitor must work too hard to answer: **Is this for me, and what gets better?**

THE SINGLE BIGGEST OPPORTUNITY

Lead with the transformation - **scattered feedback becomes a ranked roadmap** - then use the supporting copy to explain how RelayNote does it.

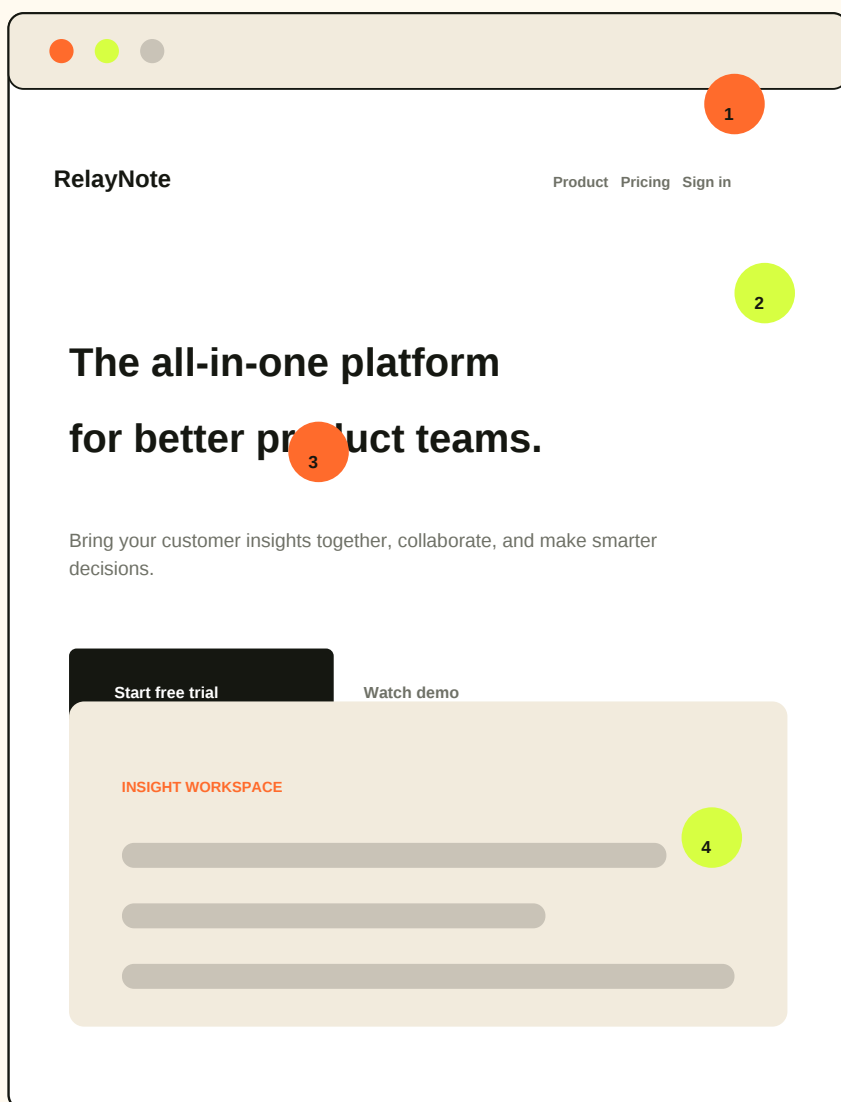
MESSAGE SCORECARD

AUDIENCE CLARITY	58/100	The page says teams, not which teams.
OUTCOME SPECIFICITY	42/100	Work better is not a concrete finish line.
PROOF STRENGTH	35/100	No evidence appears near the first decision.
CTA CONFIDENCE	64/100	Free trial is clear, but the next step feels abstract.

BOTTOM LINE

Make the outcome legible before explaining the machinery.

What the visitor has to decode.



1

GENERIC HEADLINE

Could describe dozens of tools. The buyer cannot picture the result.

2

MECHANICS BEFORE MEANING

Together, collaborate, smarter are abstractions, not an outcome.

3

CTA LACKS A REASON

The action is visible, but the payoff of clicking is still unclear.

4

PRODUCT UI HAS NO JOB

The mockup looks polished but does not prove the promised transformation.

Three rewrites. One sharper story.

01

HERO PROMISE

BEFORE

The all-in-one platform for better product teams.

AFTER

Turn scattered customer feedback into a ranked product roadmap.

02

VALUE PROPOSITION

BEFORE

Bring your customer insights together, collaborate, and make smarter decisions.

AFTER

Import every interview note. RelayNote clusters the themes, shows the evidence, and ranks what to build next.

03

PRIMARY CTA

BEFORE

Start free trial

AFTER

Build my first ranked roadmap

WHY THIS WORKS

The copy names the input, the output, and the moment of value - without inventing a claim.

Five fixes, ranked by likely leverage.

Do the first two before polishing anything below the fold. Impact is a directional judgment, not a performance forecast.

1

REPLACE THE GENERIC HERO**IMPACT HIGH**

Use the new outcome-led headline and supporting copy.

EFFORT LOW

2

ADD PROOF BESIDE THE FIRST CTA**IMPACT HIGH**

Show a real workflow screenshot or a short evidence-backed example.

EFFORT MED

3

MAKE THE PRODUCT VISUAL TELL A STORY**IMPACT MED**

Annotate input, prioritization, and final roadmap - in that order.

EFFORT MED

4

NAME THE BUYER'S CURRENT MESS**IMPACT MED**

Mirror the scattered docs, repeated synthesis, and opinion-led ranking.

EFFORT LOW

5

REDUCE THE CTA COMMITMENT**IMPACT MED**

Explain what happens after the click and whether a card is required.

EFFORT LOW

A focused 45-minute edit.

00-10**Replace hero copy**

Paste the three rewrites and preserve the product's natural voice.

10-20**Match the visual**

Show the journey from raw feedback to ranked roadmap.

20-30**Add proof**

Use one real customer quote, data point, or specific product example.

30-40**Answer the click**

State trial length, card requirement, and first value moment.

40-45**Read it cold**

Ask whether a new visitor can name audience, outcome, and next step.

ABOUT THIS SAMPLE

RelayNote is entirely fictional. Its copy, page, scores, and recommendations were created only to demonstrate the format and thinking of a FoldFix teardown. No real customer, analytics, testimonial, or performance result is represented.