

Landing-page conversion teardown

A concise, human-reviewed sample showing the highest-impact opportunities and exact copy changes.

PAGE REVIEWED	REVIEW DATE
incazing.com	July 30, 2026
DESIRED ACTION	SAMPLE STATUS
Move a qualified visitor toward the right assessment or a conversation	Private and unsolicited. Not sent or published.

EXECUTIVE READ

The page looks credible and explains sales readiness clearly, but the opening still asks a first-time visitor to process two outcomes, hiring and coaching, and choose between two calls to action before the page establishes which buyer should act first.

Priority findings

Ranked by likely visitor impact, with the exact on-page evidence behind each recommendation.

1

Pick the flagship buyer in the hero

IMPACT:
HIGH

EFFORT:
MEDIUM

EVIDENCE: The headline says, 'See beyond the interview. Build better sales teams.' The support line combines hiring and coaching. The next section then splits into sales professionals, hiring teams, and sales leaders.

WHY IT MATTERS: Three use cases and at least two organizational buyers create interpretation work before the visitor can decide whether the product is meant for them.

RECOMMENDED CHANGE: Make the flagship team-performance use case the home-page hero. Route hiring to its own page and individual sales professionals to a secondary path.

2

Give the first screen one primary action

IMPACT:
HIGH

EFFORT:
SMALL

EVIDENCE: 'Explore the assessment' and 'Book a conversation' have similar prominence above the fold.

WHY IT MATTERS: Visitors have not yet seen the report proof or product paths, so the choice arrives before they have enough context.

RECOMMENDED CHANGE: Use one primary CTA tied to the flagship outcome. Keep the conversation link quiet or move it beside the proof section.

3

Pull the report proof closer to the promise

IMPACT:
MEDIUM

EFFORT:
SMALL

EVIDENCE: The real-report proof appears after the three audience paths and the traditional-hiring comparison.

WHY IT MATTERS: The distinctive deliverable is concrete and confidence-building. It can answer 'what do I actually get?' earlier.

RECOMMENDED CHANGE: Place a report preview directly below or beside the hero, with a caption explaining the decision it helps a sales leader make.

Exact rewrite

RECOMMENDED HEADLINE

See which reps are ready, where they stall, and what to coach next.

RECOMMENDED SUBHEADLINE

IncaZing shows sales leaders how each rep thinks in real selling situations, then turns those patterns into a focused development plan.

PRIMARY CTA

See a sample readiness report ->

Optional secondary text link: Hiring a sales rep? Explore RecruiZing

Suggested action order

- 01 Make team performance the hero's single buyer and outcome.
- 02 Lead the primary CTA to the existing real report.
- 03 Move the hiring and individual-professional paths below that proof.

REVIEW BOUNDARY

This sample is a heuristic review of the public page, not a claim about IncaZing's analytics or business results. Recommendations are testable hypotheses, not guaranteed conversion improvements.