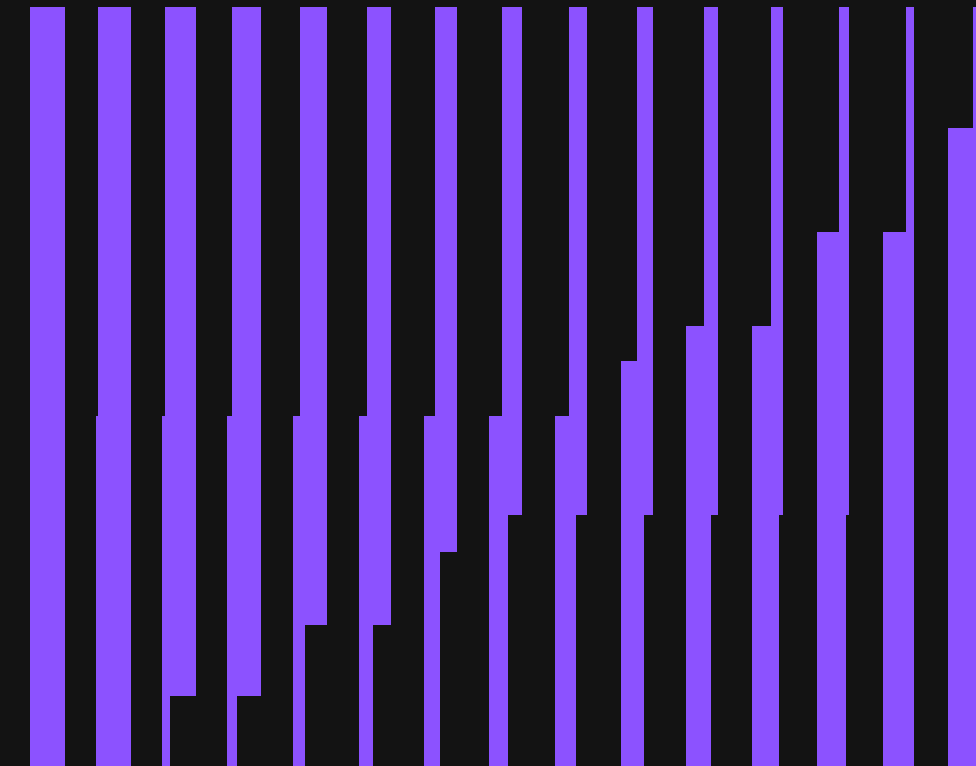




# Landing Page Audit for Fortifye



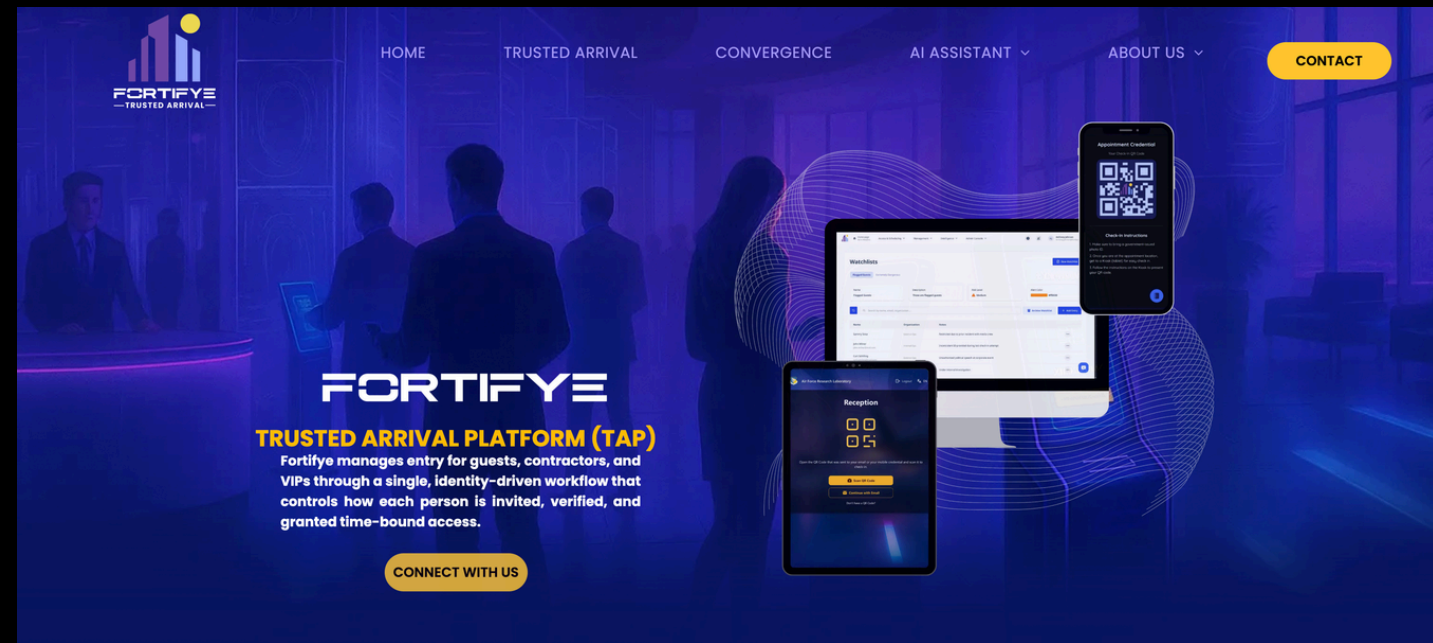
# OBJECTIVE OF THE PRESENTATION

The purpose of this landing page audit is to identify key opportunities to improve performance and address any issues that may be negatively impacting conversion rates.

As the final touchpoint before a user makes a decision, the landing page must be optimized to be clear, specific, and aligned with user intent. Through a structured **heuristic analysis**, we aim to refine the experience so it effectively communicates value, reduces friction, and addresses potential objections.

Ultimately, the goal is to ensure the page is fully prepared to handle user concerns and guide prospects smoothly toward conversion.

# HOMEPAGE PC VIEW



## 1. Weak overall clarity of the message

- The homepage communicates a strong visual identity, but it does not clearly explain what Fortifye does, who it is for, and why it matters within the first few seconds. The language leans too heavily on abstract and internal terminology instead of outcome-driven messaging. This creates confusion for cold B2B users, increasing the likelihood of early drop-off. Improving clarity across the entire page by using direct, benefit-oriented language would significantly enhance understanding and engagement.

## 2. Lack of a structured narrative flow

- The homepage contains relevant information, but it is not organized in a way that guides the user through a logical journey. Instead of building a clear story, the content jumps too quickly into features without establishing context or urgency. This forces users to interpret the value on their own, which reduces engagement and weakens conversion intent. Structuring the page around a clear progression problem, solution, how it works, benefits, proof, and call to action would create a more cohesive and persuasive experience.

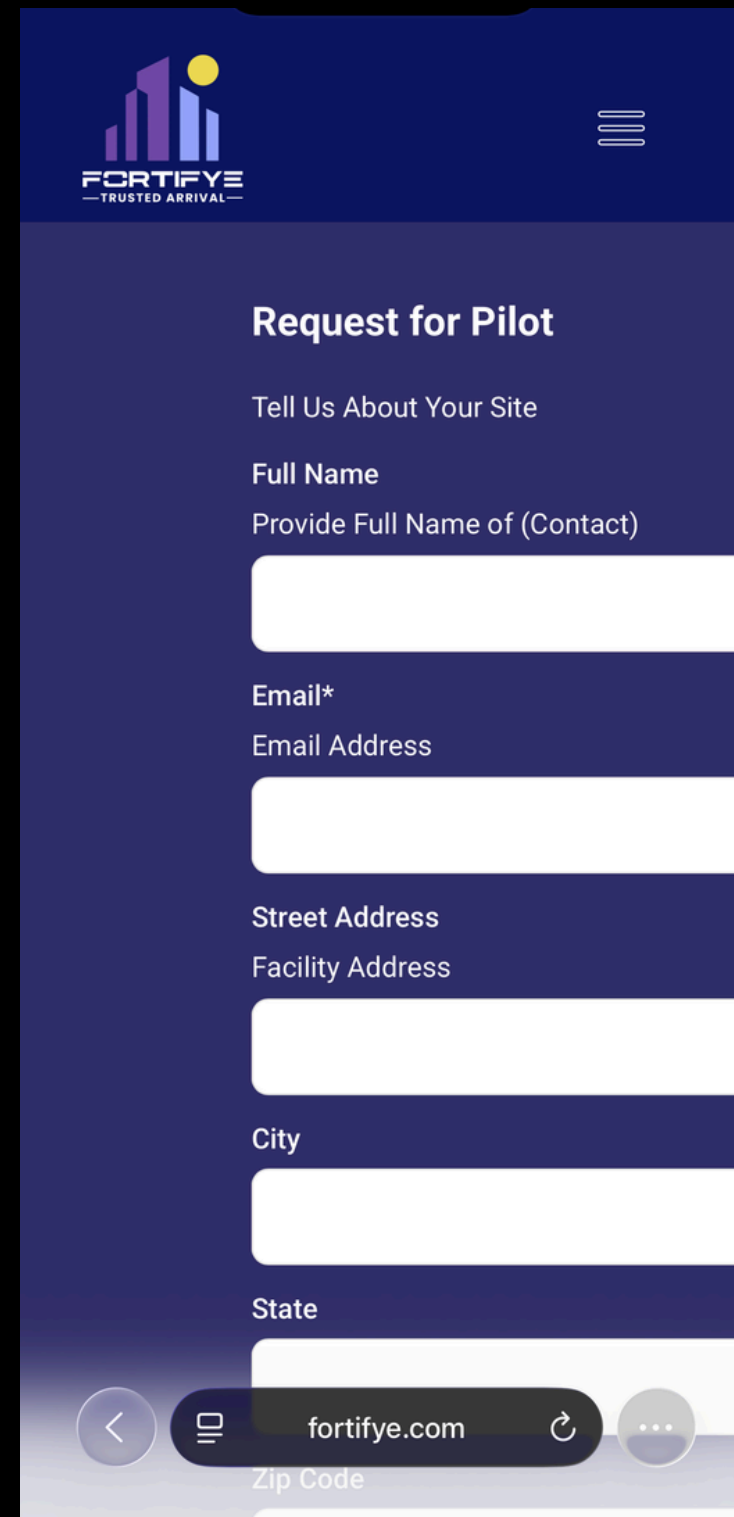
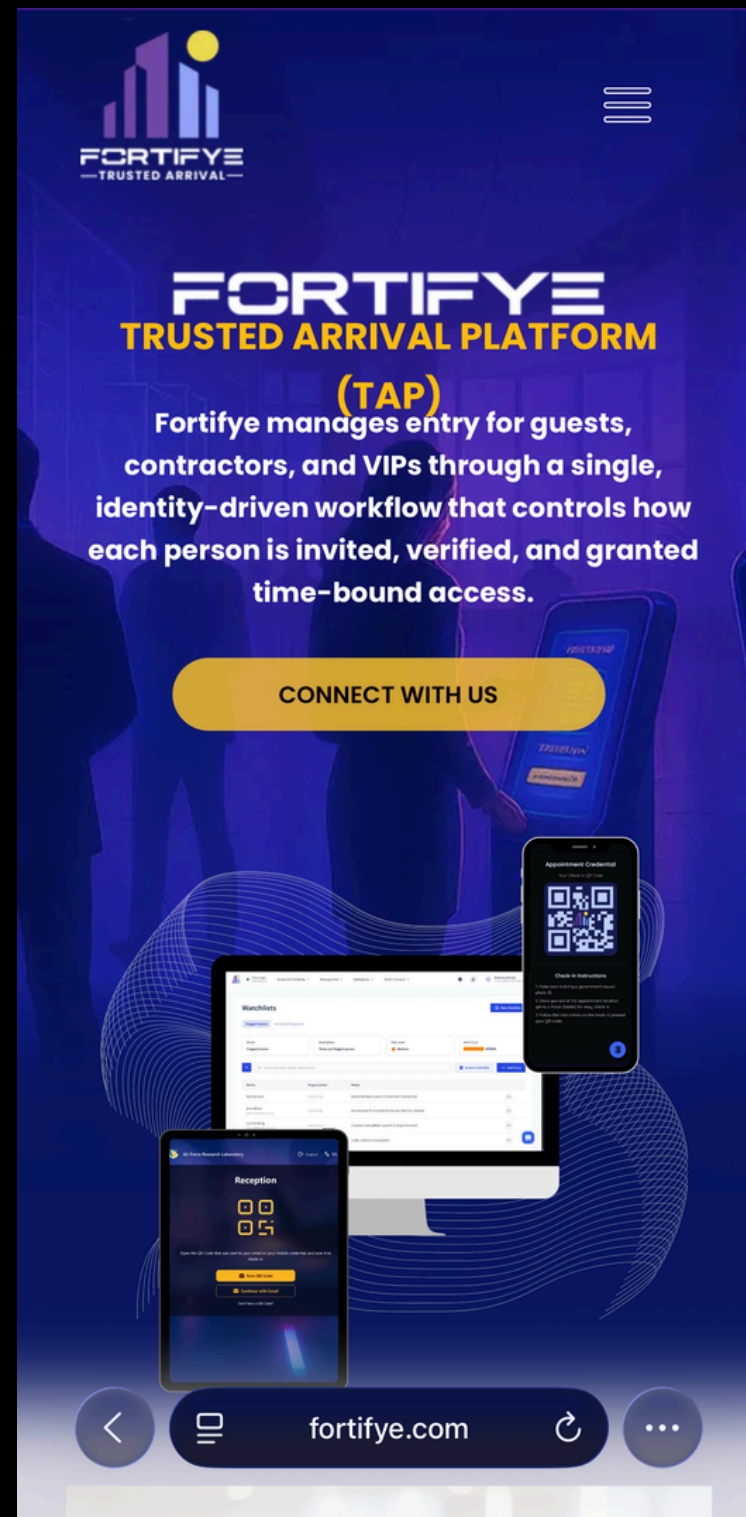
## 3. Poor scanability and content hierarchy

- The content is presented in dense blocks with limited visual hierarchy, making it difficult to scan quickly. In B2B environments, users rarely read everything; they scan for key information. Without clear highlights, short sections, or emphasized keywords, important messages get lost. This increases cognitive load and reduces comprehension. Improving scanability through shorter sentences, clearer text structure, and strategic emphasis would make the content more digestible and effective.

## 4. Weak and inconsistent conversion reinforcement

- While calls to action are present on the top they are not consistently supported throughout the page. The homepage lacks a strong progression toward conversion, with limited reinforcement of value or urgency as users scroll. As a result, even interested users may not feel compelled to take action. Strengthening conversion by aligning each section with a micro-intent, reinforcing the value proposition, and ending with a clear and compelling closing section would improve overall performance.

# HOMEPAGE PHONE VIEW



## 1. Layout Structure Optimization

The current layout can be improved by better distributing content vertically, as key elements appear too elevated on the screen. Adjusting spacing and alignment will create a more balanced visual hierarchy and improve overall perception.

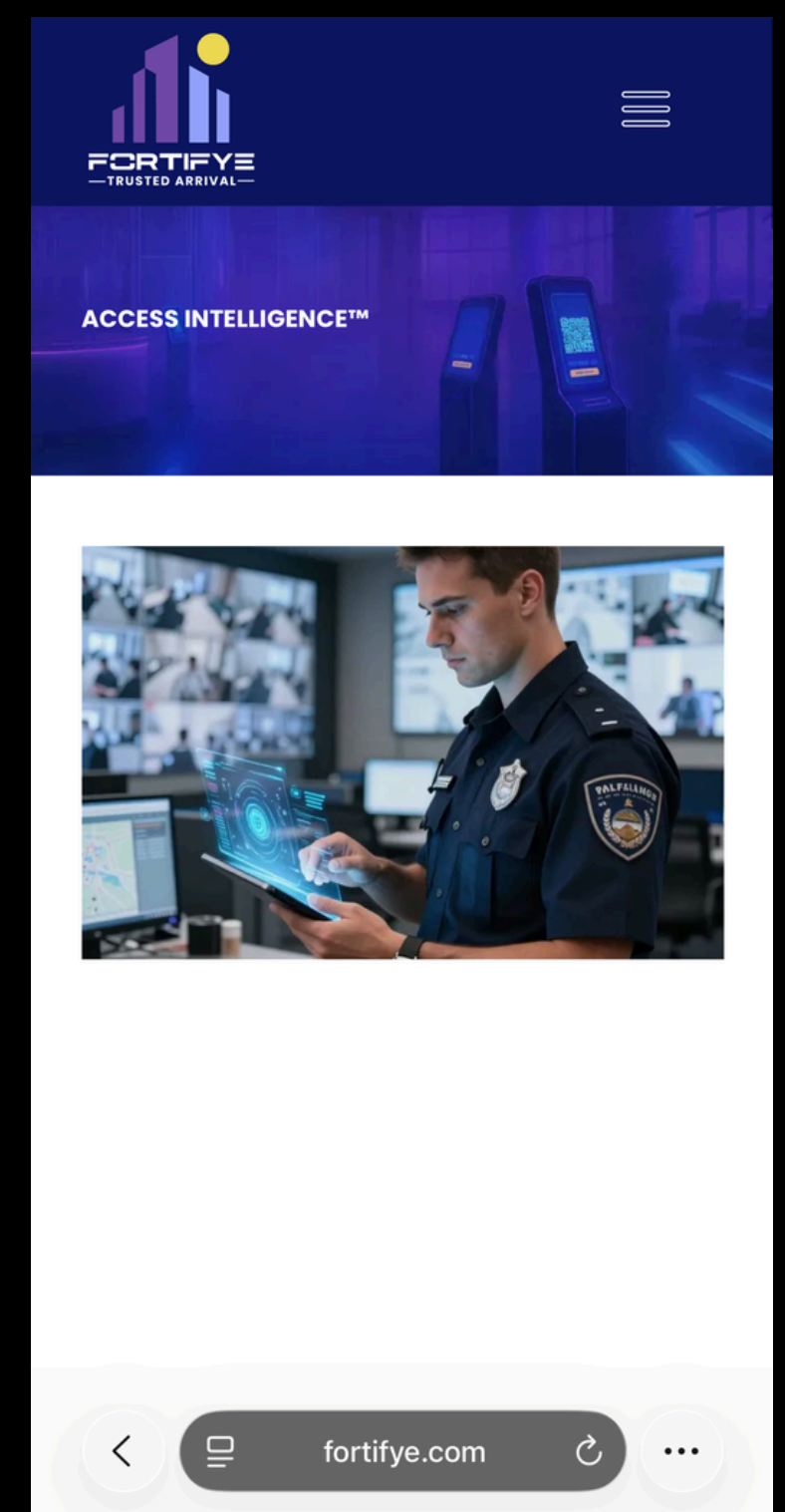
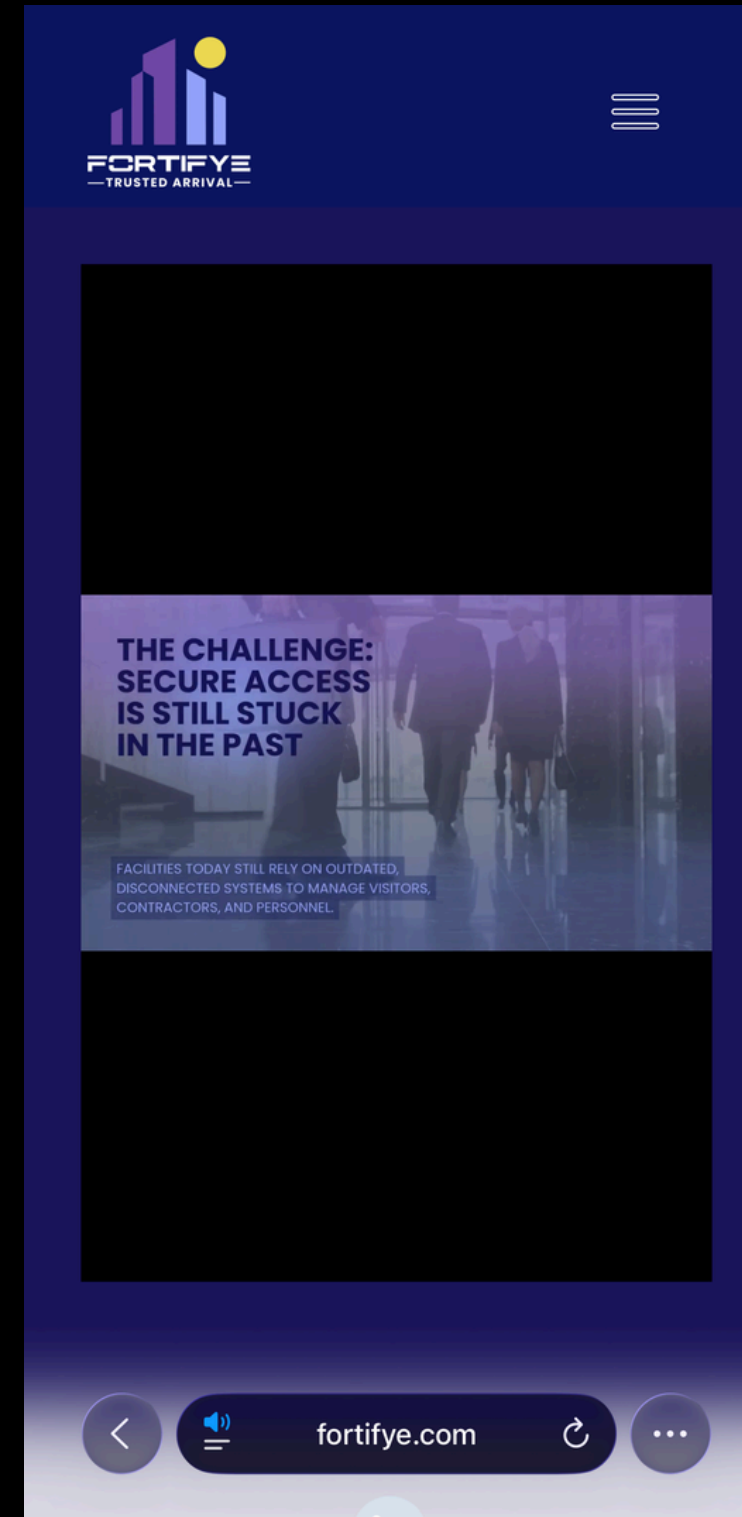
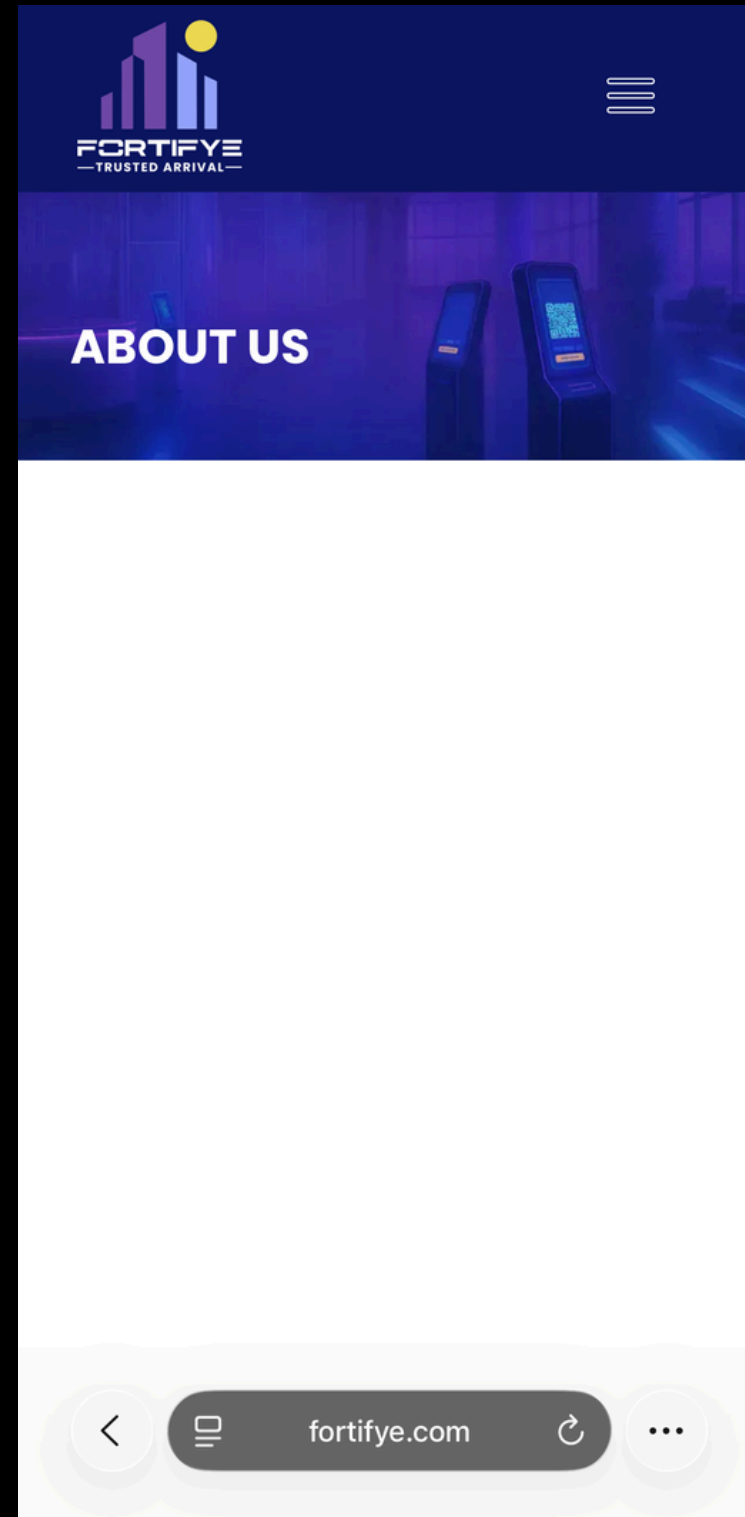
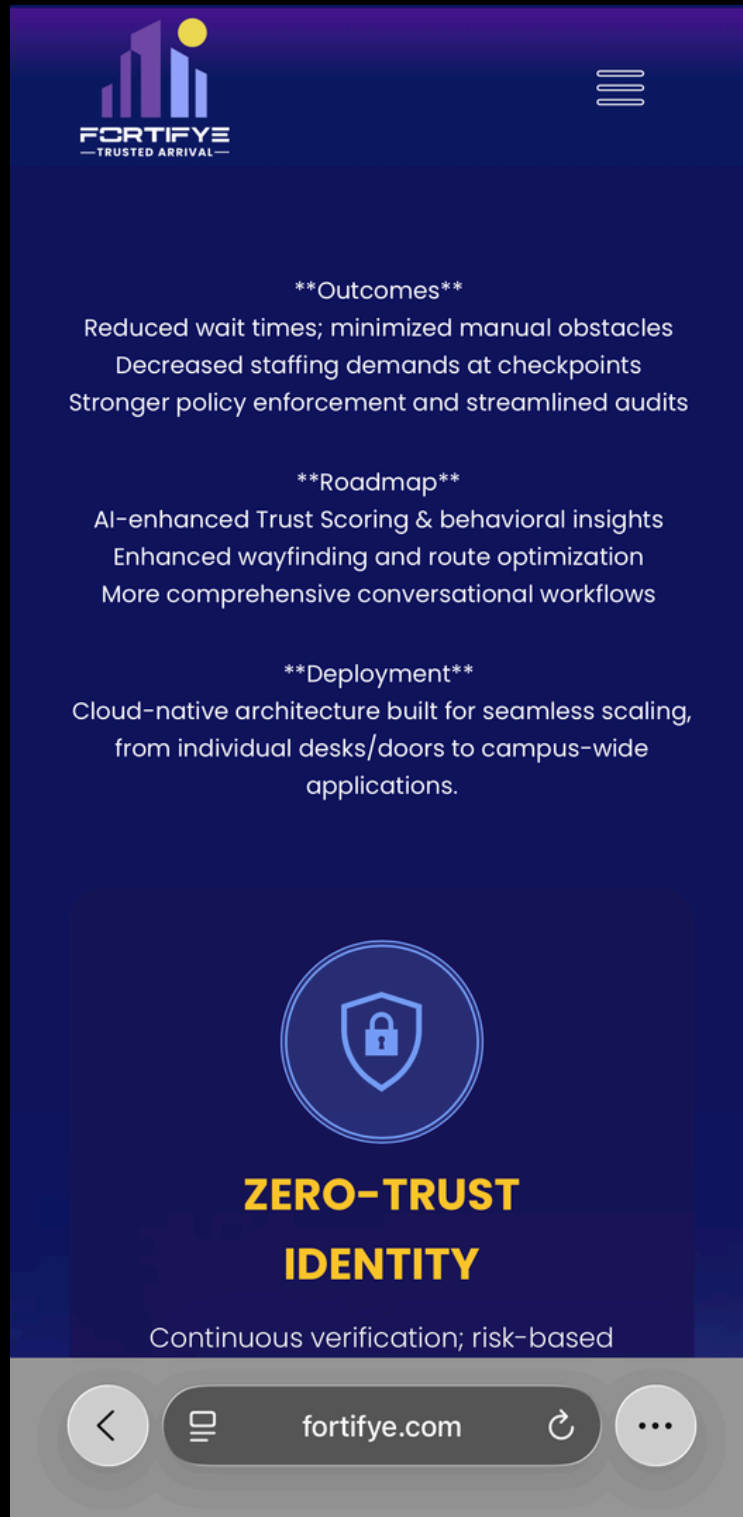
## 2. CTA Functionality Enhancement

The “Contact” button currently does not redirect users, which interrupts the intended conversion flow. Ensuring this CTA is fully functional will allow users to seamlessly move into the next step.

## 3. Mobile Form Experience Improvement (Request for Pilot)

The “Request for Pilot” form can be optimized for mobile by improving field spacing, alignment, and usability. A more mobile-friendly structure will make it easier for users to complete the form without friction.

# GENERAL ASPECT OF THE PAGE PHONE VIEW



# GENERAL ASPECT OF THE PAGE PHONE VIEW



## **1. Mobile view inconsistencies affecting readability**

In the phone view, there are clear inconsistencies in how content is rendered, particularly with headings and subheadings. Some titles appear with formatting indicators (such as asterisks intended for bold styling) but are not properly styled, which breaks visual hierarchy and reduces readability. This creates a perception of poor quality and makes it harder for users to quickly understand key sections. Ensuring consistent text formatting and proper responsive styling across mobile devices is critical to maintain clarity and professionalism.

## **2. Visibility issues on key pages (content not displaying correctly)**

Certain pages present major visibility problems in mobile view, where large portions of text appear washed out or unreadable due to background and contrast issues. This directly blocks users from accessing essential information and significantly increases friction. In a B2B context, where clarity and trust are essential, this type of issue can severely impact credibility. Fixing contrast, background layering, and responsive rendering should be prioritized to ensure all content is fully visible and legible.

## **3. Opportunity to humanize video content and strengthen connection**

The current video content can be improved by making it more human and relatable, particularly by positioning the CEO as a credible and authentic voice who understands the real challenges of facilities management. Instead of feeling purely corporate or product-focused, the video should create a stronger emotional connection by highlighting real insights, experience, and perspective. In many cases, this is the first interaction a user has with the brand, and connecting with a real person significantly increases trust and engagement.

## **4. Lack of content differentiation across pages**

There is a noticeable lack of differentiation in how content is presented across different pages, with similar structures and messaging appearing repeatedly. This reduces the perceived depth of the product and makes the experience feel less intentional. Each page should clearly communicate a unique value, tailored to its specific purpose within the user journey. Strengthening this differentiation will improve clarity, reinforce positioning, and create a more cohesive overall experience.

**QUICK EXAMPLE OF CREATING A LP  
FROM SCRATCH USING THE  
PRINCIPLES OF THE FEEDBACK:**






Enterprise Access Control

# Secure and automate visitor access across your facilities without bottlenecks or manual checks

Especific solution and budgets from security with clear CTAs

Fortifye replaces manual check-ins, badges, and fragmented systems with a unified identity-driven access platform.

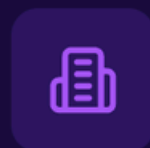
-  Verify visitors before they arrive
-  Eliminate lobby congestion and manual processes
-  Maintain full compliance and audit visibility

[Book a Demo](#)

[See How It Works](#)

Adding the companies that are using our service here (we need logos)

## Trusted by security and operations teams



Used across multiple facilities



Built for high-security environments



Cloud-native, scalable architecture

With this we build proof



### Manual check-ins create bottlenecks

Long wait times frustrate visitors and slow down operations



### Static badges are insecure

Hard to manage, easy to lose, and difficult to revoke access

## Painpoints and problems from our usual customers so they can identify with our solutions



### Lack of real-time visibility

No way to track who is where across multiple facilities



### Disconnected systems

Fragmented tools increase operational friction and errors

# A single platform to manage secure access from start to finish

Fortifye connects identity, access, and monitoring into one seamless workflow.

Step by step of how our TAP service works



## Pre-Arrival Verification

Visitors are verified before arrival with identity-based workflows



## Secure Entry

Mobile credentials and biometrics replace badges and manual checks



## Smart Routing

Guide visitors to the right location with integrated wayfinding



## Real-Time Monitoring

Track access, activity, and compliance across all facilities

## Designed to reduce friction and increase control

**70%**

Reduce visitor wait times by up to

**100%**

Eliminate manual check-in processes

**3x**

Improve security without slowing operations

Painpoints and problems from our usual customers so they can identify with our solutions

In numerical aspect how we impacting the business

**Full**

Gain visibility across all locations

**Always**

Ensure compliance and audit readiness

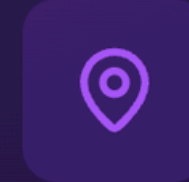
# Core capabilities that drive results



## IDENTIFY & VALIDATE

**Verify every visitor before they arrive**

Automate identity verification and pre-approval workflows



## AUTHORIZE & ROUTE

**Guide visitors without friction**

Route guests to the right location instantly

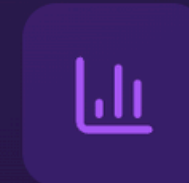
## What makes us different in 4 specific badges



## ADMIT & MONITOR

**Secure access without slowing operations**

Use QR codes, mobile credentials, and biometrics



## ANALYZE & ACT

**Turn access data into actionable insights**

Monitor activity and improve operational efficiency

# See Fortifye in action

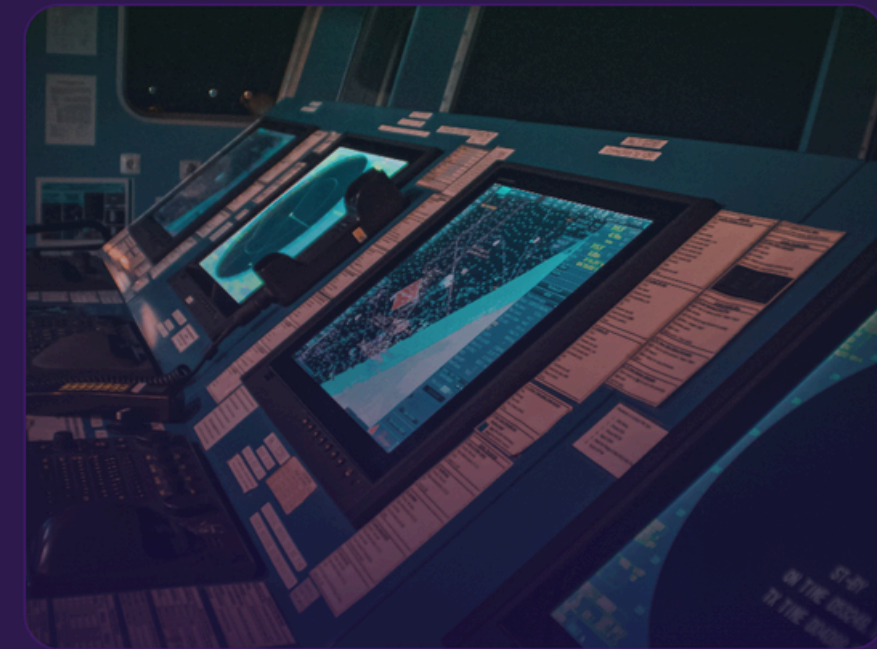
If they want to see it in real time



Visitors scan mobile credentials



Receptionists see real-time check-ins



Admins monitor access across facilities

## Built for high-security environments

numerical aspect how we impacting the business



"Fortifye helped reduce check-in times by 60% while improving access control across multiple facilities."

Maya Chen

Director of Security Operations, Global Enterprise Corp

## Testimonials

If they want to see it in real time

# Ready to modernize your facility access?

See how Fortifye can transform your visitor experience and security operations.

[Book a Demo](#)

[Talk to an expert](#)

Clear CTA and compliance



Secure and automate visitor access across your facilities with identity-driven access control.

✉ [contact@fortifye.com](mailto:contact@fortifye.com)

☎ +1 (555) 123-4567

📍 San Francisco, CA

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# FINAL CONCLUSIONS:

## 1. **Align optimization priorities with actual traffic distribution**

- It is important to first understand how users are accessing the website, particularly the proportion of traffic coming from mobile versus desktop. If the majority of users are visiting from mobile devices, then optimizing the phone experience should become a clear priority. This insight should be validated with the developer or analytics team, as it directly impacts where design and development efforts should be focused to maximize performance and conversion.

## 2. **Opportunity to simplify and accelerate website iteration**

- There are currently tools and platforms that allow for faster and more flexible website development and iteration without heavy dependency on traditional development cycles. Exploring these solutions could significantly reduce friction when making updates, testing improvements, or restructuring sections. If needed, this could be implemented directly to speed up execution, allowing for more agile optimization of the landing experience and I can work on it.

## 3. **Need to implement a clear funnel-based structure**

- The website should be approached as a structured conversion funnel, where each section progressively educates, builds trust, and moves the user closer to taking action. At the moment, the experience lacks this progression. A more intentional flow where each section connects logically and reinforces the value proposition would improve engagement and help guide users toward conversion in a more controlled and persuasive way.

## 4. **Landing page optimization as a core business priority**

- Given that traffic from channels such as LinkedIn, email marketing, and other acquisition efforts is directed to the website, the landing page becomes a critical point of evaluation for potential clients. In this industry, the website plays a key role in communicating trust, credibility, and professionalism. For that reason, improving the landing experience should be treated as a high-priority initiative. Whether executed through development or alternative tools, a refined and optimized version of the page could be delivered within a short timeframe of approximately two to four weeks, ensuring a strong foundation before scaling traffic efforts if you would like that I built it.