

CONVERSION DIAGNOSIS

FocusMap.pro Landing Page Audit

A positioning and execution diagnosis — 8
problems, ranked by impact and effort,
strategic first.



LANDING PAGE
STRATEGIST

Prepared by Ahmed El Houdali · Landing Page Strategist · May 2026

You've built a sharper product than your landing page is selling.

The price is disruptive, the embed is a real moat, the audience is clearly defined. But the page talks about the tool instead of speaking to the founder — and at the wrong moment in their buying journey.

Founders landing on focusmap.pro are mostly solution-aware.

They've already tried Notion, already evaluated Canny, arrived searching "Canny alternative." The current page answers "*what is this?*" when the visitor is asking "*why this one over the 15 others?*" That gap is where the conversion loss is happening.

This is a positioning and execution problem, not a product problem.

Fix the two strategic issues first — tactical fixes won't stick on a page with no clear position. Every issue here is fixable in copy and layout, without touching the product.

8 findings · 2 strategic, 6 tactical · if you only fix two things: #1 positioning and #3 hero headline

Eight problems, ROI-ranked so you can sequence the work.

Each problem is rated by conversion impact and implementation effort. Strategic problems are red; tactical problems are amber. Fix the strategic ones first — tactical fixes won't stick on a page with no clear position.

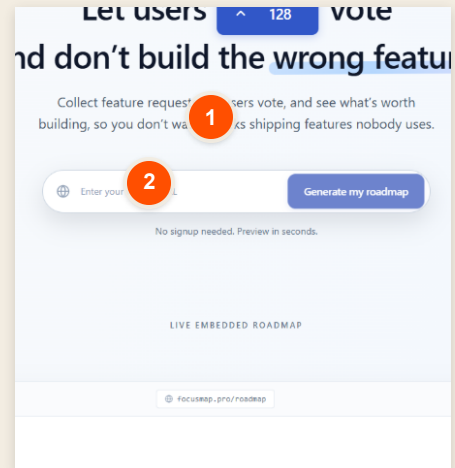
#	PROBLEM	IMPACT	EFFORT	PRIORITY
1	No owned positioning	HIGH	MEDIUM	DO FIRST
2	Three different voices	HIGH	MEDIUM	DO FIRST
3	Hero at wrong awareness level	HIGH	LOW	QUICK WIN
4	Moats buried, not leading	HIGH	MEDIUM	DO NEXT
5	Social proof working against you	MEDIUM	LOW	QUICK WIN
6	Embed underplayed	HIGH	MEDIUM	DO NEXT
7	Features described, not sold	MEDIUM	LOW	QUICK WIN
8	Unclear CTA path after first action	HIGH	LOW	QUICK WIN

IF YOU ONLY FIX TWO #1 positioning and #3 hero headline — the highest impact of the eight, and #3 is low effort. Start there.

There is no owned positioning.

THE PROBLEM

- **The page sells a category, not a position.** “A roadmap tool for founders” is language any competitor could write — it describes the audience but owns no identity.
- **An open position is sitting unclaimed.** Canny moved to revenue intelligence, Featurebase to all-in-one support, Productboard to enterprise. Every competitor abandoned the solo founder.



- 1 Category headline, no position
- 2 Audience described, not owned

THE DIRECTION

Claim “the only roadmap tool built for one person” — explicitly, everywhere.

Make it the tagline, reference it in the hero, and reinforce it in every section: copy, examples, testimonials, even the demo context. The product, pricing and embed are already built for this audience — the page just needs to say so. With an owned position you compete against nothing, because no one else is claiming it.

Impact: **High** Effort: **Medium**

The messaging has three different voices.

THE PROBLEM

- **Three modes collide top to bottom.** Functional (“public roadmap + feature voting”), cryptic-clever (“four things, nothing else”), and poetic / AI-sounding (“founders who stopped building in the dark”).
- **Inconsistency reads as assembled, not built.** It quietly signals the product was stitched together by three copywriters — eroding trust before any single argument lands.

A RUBRIC TO TEST EVERY LINE

WRITE LIKE THIS

NOT LIKE THIS

“Stop guessing what to build.”

“Make data-driven product decisions.”

“Your users vote. You build. Done.”

“Streamline your feedback workflow.”

“Live in ten minutes. No setup call.”

“Seamless onboarding experience.”

“Costs less than your hosting.”

“Affordable pricing for teams of all sizes.”

THE DIRECTION

Pick one voice — direct, founder-to-founder, anti-corporate, slightly dry — and rewrite the whole page in it.

Every headline, feature line, CTA and testimonial intro should sound like one human wrote them in one sitting. If a line could appear on Canny’s site, rewrite it. Cut anything AI-poetic; cut anything enterprise.

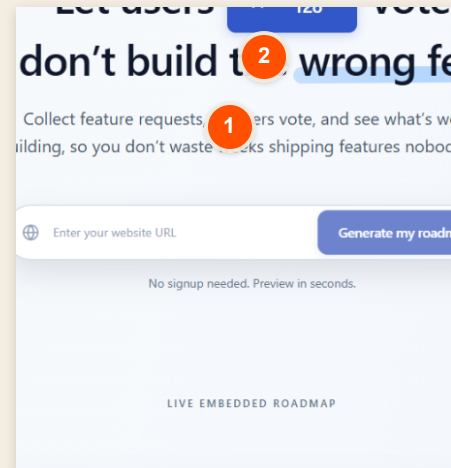
Impact: **High**

Effort: **Medium**

The hero is positioned at the wrong awareness level.

THE PROBLEM

- **The headline reads as a category description.** “Public roadmap + feature voting for founders” speaks to someone who still needs to learn what feature voting is. Your solution-aware visitor doesn’t.
- **A UI element jams the title.** The ‘↑ 128 vote’ chip wedged inside the headline breaks reading flow and competes for attention. Pull it out of the title.



- 1 Category headline
- 2 Vote chip breaks the flow

+60–105

ESTIMATED ADDITIONAL FREE-TRIAL STARTS / MONTH

A wedge headline tested against a category description typically lifts free-trial CTR 20–35% in solution-aware traffic. At ~3,000 solution-aware visitors a month and a ~10% baseline trial CTR, that’s roughly 60–105 more trials every month — from a single headline change, before any other fix lands.

THE DIRECTION

Replace the descriptive headline with a wedge that differentiates instantly.

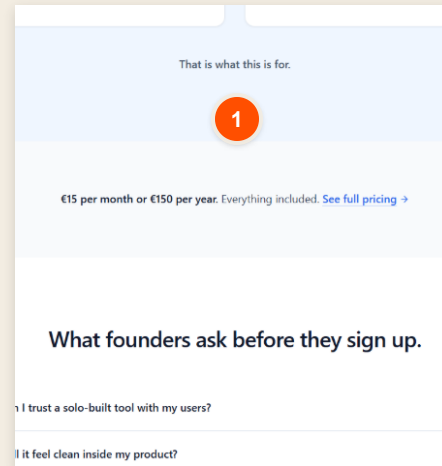
Three worth testing — pricing: “Your roadmap shouldn’t cost more than your hosting.” Identity: “The roadmap tool for solo builders — not the team you don’t have yet.” Speed: “Live roadmap. Ten minutes. Zero config.” Each speaks to a solution-aware founder immediately; the current headline does not.

Impact: **High** Effort: **Low**

Your three biggest moats are buried, not leading.

THE PROBLEM

- **Three genuine differentiators exist — none of them lead.** Flat €15/month pricing with no tracked-user games, the included embed competitors gate behind enterprise, and ‘built for solo founders’ — a position no rival claims.
- **The hero leads with category language instead.** All three moats are present on the page, but they follow rather than lead, so the page argues on features (where Canny wins on brand) and price (where someone cheaper always emerges).



1 €15 price as a plain text line, no button

THE DIRECTION

Restructure so the moats lead, not follow.

Hero → wedge headline + €15 flat price as a visual moment, not a footer line.

Section 2 → the embed demo in real product context. Section 3 → “built for one person, not your VP of Product.” When you compete on position, you compare to nothing.

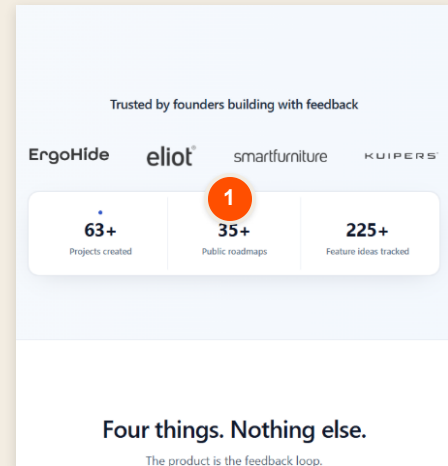
Impact: **High**

Effort: **Medium**

Your social proof is working against you.

THE PROBLEM

- **Numbers under 100 backfire on sophisticated buyers.** “63 projects, 35 roadmaps, 225 ideas” reads to a founder as ‘this doesn’t have traction yet,’ not ‘this is growing.’
- **The testimonials don’t carry weight.** Both are abstract praise with no specific before / after, and the section headline shifts into a poetic voice that clashes with the dry tone elsewhere.



1 Numbers under 100 read as low traction

THE DIRECTION

Replace with specific results, reframe the numbers as growth, or remove the section entirely.

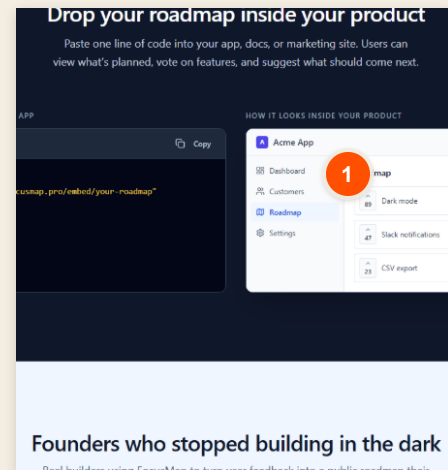
Best: a concrete testimonial — “I was about to pay Canny \$99/month; had my roadmap live before lunch.” Next best, reframe: “from 0 to 63 founders in 90 days.” If neither is ready yet, cut it — weak proof is worse than no proof.

Impact: **Medium** Effort: **Low**

The embed is your biggest moat — and the most generic section on your page.

THE PROBLEM

- **No competitor at this price point offers iframe embedding.** Canny's widget starts at \$99/month, Featurebase gates it to paid tiers, Productboard reserves it for enterprise. Yours is included.
- **Right now it's a feature block with an 'Acme App' mockup.** A generic headline describes the feature instead of selling its impact, so the most defensible advantage on the page reads as a checkbox.



1 Generic 'Acme App' mockup

THE DIRECTION

Make the embed a hero moment, with the implicit comparison built in.

Move it to section 2, right after the hero. Replace the Acme App mockup with a recognizable indie-SaaS context, or animate a before / after. Reframe the headline: "Live inside your product. Not on a subdomain that looks like 2014." Then add: "Canny's widget starts at \$99/month. Yours is included."

Impact: **High** Effort: **Medium**

You describe the tool. You don't sell the outcome.

THE PROBLEM

- **Every feature block states what the feature is, not what it does.** And the four pains your buyer lives with — the Notion graveyard, the Canny bill on a \$500-MRR product, forgetting to tell users their feature shipped, looking like a side project — appear nowhere on the page.

REWRITE EACH BLOCK AS PAIN → RESOLUTION

RECOMMENDED	CURRENT COPY
Stop replying to “what’s next?” DMs. Send users to one page.	Show what’s planned, in progress, and shipped
Stop guessing what to ship. Let users tell you with votes.	Let users show demand before you build
Stop hunting for that Slack message from three weeks ago.	Collect requests in one place
Stop sending users to a subdomain that breaks trust.	Drop your roadmap inside your product

THE DIRECTION

Name the specific behavior FocusMap eliminates — that’s what makes it concrete.

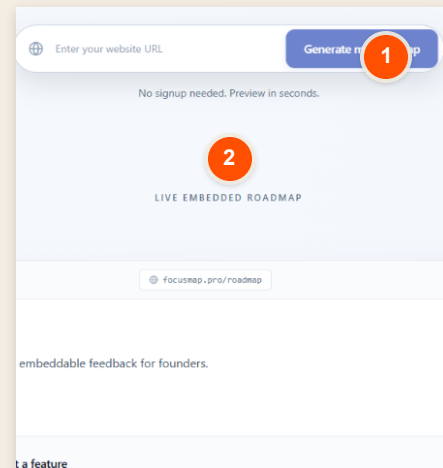
Each feature line should pair a pain with its resolution. The recommended column names what the founder stops doing; that’s far stickier than describing what the feature is. Every line should make a founder think ‘yes, that’s exactly my Tuesday.’

Impact: **Medium** Effort: **Low**

The CTA path is unclear after the first action.

THE PROBLEM

- **The hero CTA is strong, but the page goes quiet right after it.** “Generate my roadmap. No signup needed. Preview in seconds.” is the best element on the page — yet nothing tells the visitor what happens after that first action.
- **Four gaps in the funnel.** No signup CTA in the nav for new visitors; no ‘create your real account’ moment after the demo; €15 pricing mentioned once with no button; and section CTAs use slightly different wording, diluting the single action you want.



- 1 Strong CTA — no signup needed
- 2 No defined next step after the demo

THE DIRECTION

Pick one CTA wording, use it everywhere, and define the post-demo step.

Standardize on “Generate my roadmap,” add a signup CTA to the nav, attach a button to the €15 pricing moment, and make the path explicit: demo → “save this roadmap, create your account” → €15 plan. A founder who likes the demo and loses the path to signup is direct revenue lost — that’s why this rates High, not Medium.

Impact: **High** Effort: **Low**

Three things are already working. Protect them as you fix the rest.

A balanced audit calls out what works. These are real assets, not throat-clearing — lean on them harder in the sections that need work.



The no-signup demo CTA

“Generate my roadmap. No signup needed. Preview in seconds.” This is the strongest single element on the page — it removes friction at the exact moment a solution-aware founder wants to try, not read. Keep it.



The flat €15 price point

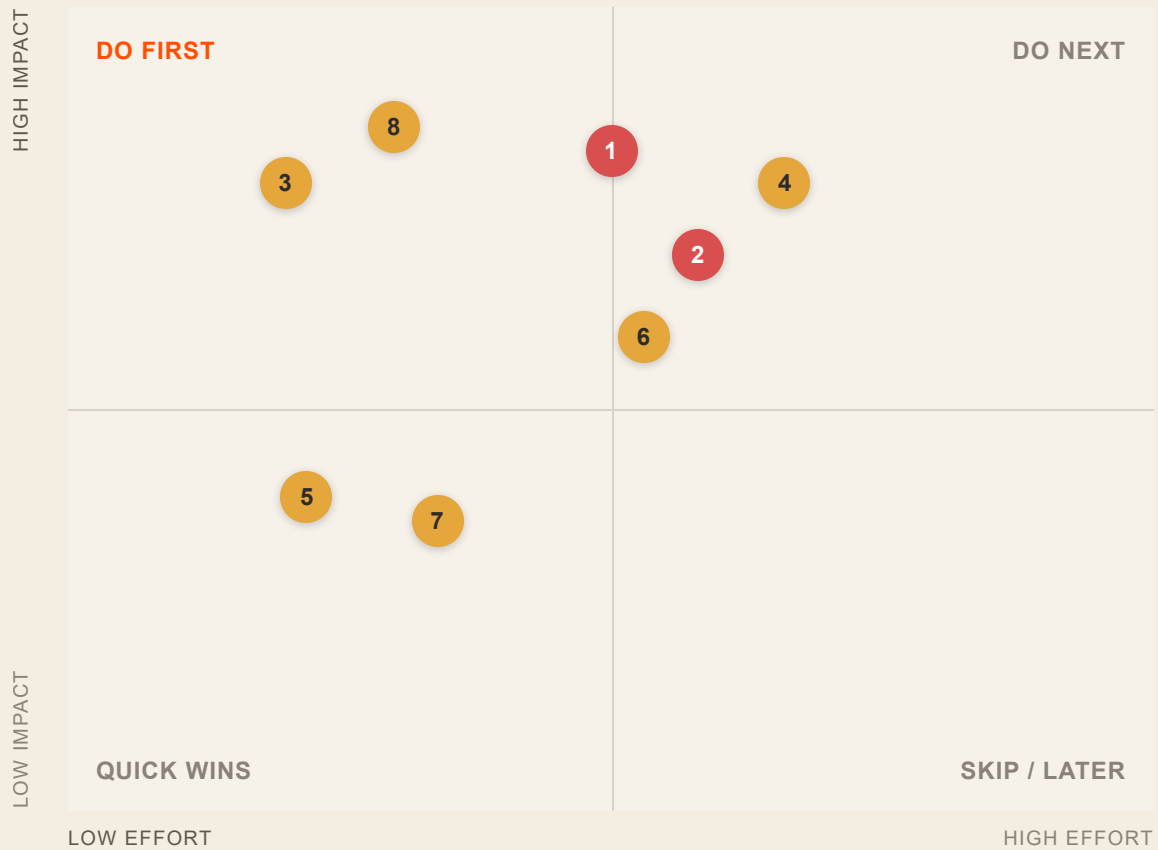
Disruptive in a market full of tracked-user pricing games. The price already exists — it just needs to be surfaced visually, as a moment rather than a footer line.



The product itself

Built genuinely for the audience it serves. Every recommendation in this audit is about communication, not product strategy. The foundation is sound.

What to ship first — impact against effort.



● Strategic (1–2) ● Tactical (3–8)

Findings 1–2 are strategic and anchor **Do First** — fix the position and the voice before any tactical change. #3 (hero) and #8 (CTA path) are high-impact, low-effort: the fastest wins on the board. Numbers map to the finding pages.

Stop being *a* roadmap tool. Start being *the* roadmap tool for solo founders.

Lead with the wedge, surface the moats, replace abstract benefit copy with the specific pains founders already live with — in one dry, direct, founder-to-founder voice. Sequence it like this:

DO FIRST

Lock the position — “built for one person, not the team you don’t have yet” — and pick one founder voice. Everything downstream depends on these two.

WEEK 1

Rewrite the hero with one of the three wedge headlines. The single biggest conversion lever, and it’s low effort.

WEEKS 2–3

Move the embed section near the top, rewrite the four feature blocks as pain → resolution pairs, and unify the CTA wording with a clear post-demo path.

MONTH 1

Source specific founder testimonials, design the €15 price as a visual moment, and strip every AI-poetic line so one voice runs headline to footer.

WANT HELP IMPLEMENTING IT?

This audit identifies what’s broken and points toward each fix. The actual rewrite — locking in the position, drafting the headlines, rewriting every section — is the next engagement. To explore this for your product, reach out at ahmed@elhoudali.com or elhoudali.com.



“Fix the positioning first. Everything else compounds from there.”

Ahmed El Houdali · Landing Page Strategist · ahmed@elhoudali.com