

INITIAL LANDING PAGE CONVERSION REPORT

Client: Bringout That Pro

4-Lever Landing Page Diagnostic

This is a first-pass diagnostic of the client's landing page. The BTC lens here is not "**does the page look good?**" but "**does the buyer feel clear, safe, interested, and willing enough to register?**" The four-lever framework evaluates whether the page feels clear, safe, worth it, and easy enough to continue.

Asset Type: Landing Page

Goal: Course registration and lead capture

Audience: Beginners, career shifters, freelancers, students, and non-tech people who want to enter tech without coding



Executive Summary

Bringout That Pro has a strong core promise: **help people build a tech career without learning to code.** That is clear, emotionally relevant, and attractive to beginners who feel intimidated by coding.

⚠ The biggest issue is not the offer itself. The issue is the **decision environment.**

The page gives many sections, courses, cards, outcomes, instructor information, and testimonials, but the buyer is not guided clearly enough through one simple decision path. A beginner may think:

"This sounds interesting, but which course should I choose, is this realistic, how much is it, and can I really do this as a beginner?"

The page creates interest, but it also creates **choice overload, trust hesitation, and effort friction.**



Page Conversion Score



Clarity

Hero promise is clear, but course structure and next step need stronger guidance.



Trust

Instructor and student proof exist, but they appear too late and are not strong enough near the first decision point.



Value

The outcome feels attractive, but the value needs more concrete framing, pricing context, and realistic expectation-setting.



Effort

Long page, small course cards, many options, and unclear path increase mental effort.

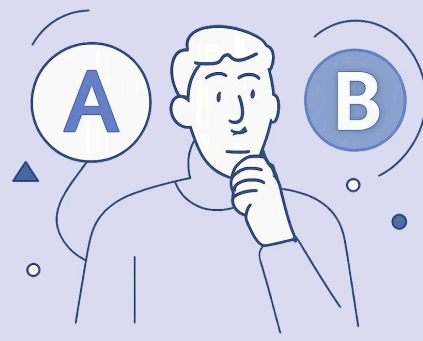
68

Overall Page Conversion Score

Moderate conversion environment with one major trust leak.

i Overall diagnosis:

Good offer foundation, but the buyer needs a simpler, safer, more guided path to continue.



Buyer Decision Simulation

The buyer journey unfolds in five stages, moving from initial curiosity to final hesitation.



📌 **Key pattern:**
Interest rises early, but trust and clarity arrive too late in the experience.



Top Conversion Leaks

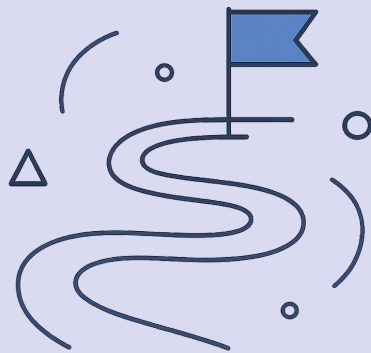
The biggest leaks are easiest to spot when they're grouped by severity and shown as they affect the buyer's journey.

- 1** **HIGH**
The "6-Figure Career" promise creates both desire and skepticism
The claim is attention-grabbing, but it needs proof, context, or realistic framing near the hero.
- 2** **HIGH**
The page gives multiple course options before guiding the buyer
Beginners need direction. Too many options can slow decision-making.
- 3** **HIGH**
Trust proof appears too late
Testimonials and instructor credibility should appear earlier, especially after a strong income-related promise.
- 4** **MEDIUM-HIGH**
Course value is not concrete enough
The buyer needs clearer outcomes per course: skill learned, project built, career use case, duration, and support.
- 5** **MEDIUM**
The CTA/form does not clearly explain what happens next
The buyer needs reassurance before submitting details or enrolling.



Priority pattern:

The strongest leaks happen early in the funnel, where desire rises faster than clarity and trust.



Highest-Priority Fix

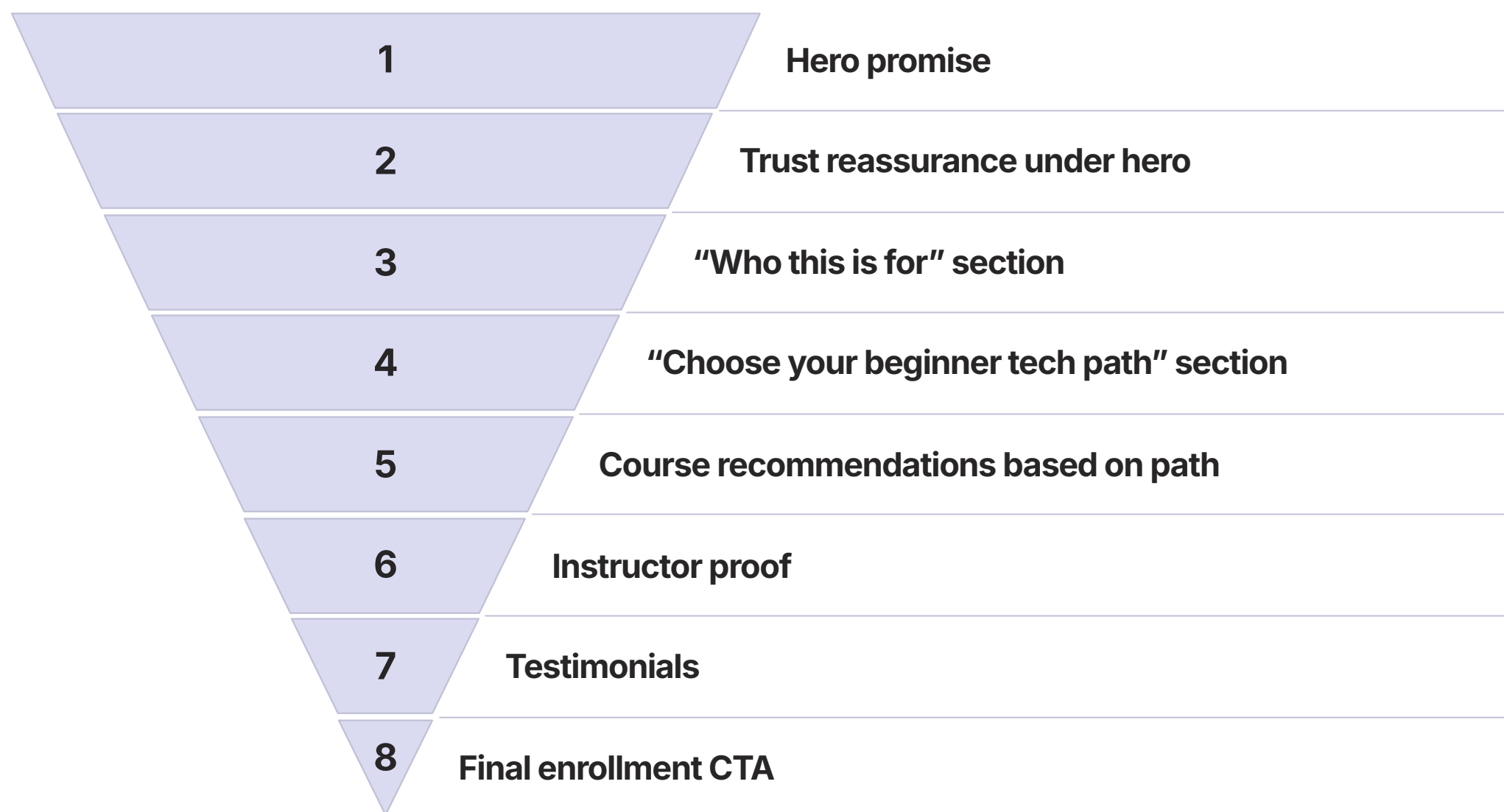
Restructure the top half of the page around one guided beginner decision.

The first half of the page should not only say, "Here are our courses."

It should say:

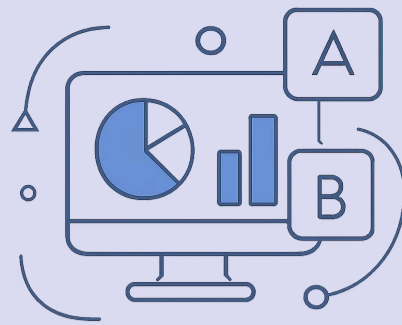
"Here is the easiest way to start a no-code tech career, even if you are a beginner."

Recommended top-page flow:



This helps the buyer feel:

✔ "This is realistic, beginner-friendly, and I know where to start."



Suggested A/B Tests

- 1 — Test 1: Hero Promise**

Control: Build a 6-Figure Career in Tech, without Learning to Code

Variation: Start a Practical Tech Career Without Learning to Code

Primary metric: Hero CTA click-through rate

Hypothesis: If the headline feels more realistic, more cautious beginners will continue because trust increases.
- 2 — Test 2: CTA Label**

Control: Current CTA

Variation: Find My Best Tech Path

Primary metric: Form starts or course-section clicks

Hypothesis: If the CTA feels like a low-risk first step, more visitors will click because effort feels lower.
- 3 — Test 3: Course Cards vs Guided Path**

Control: Display all course cards directly

Variation: Show a "Choose your path" selector before course cards

Primary metric: Course CTA clicks

Hypothesis: If users are guided before choosing, course clicks will increase because decision effort decreases.
- 4 — Test 4: Trust Proof Placement**

Control: Testimonials and instructor proof near the bottom

Variation: Add instructor proof and one testimonial under the hero

Primary metric: Scroll depth and CTA clicks

Hypothesis: If proof appears earlier, more users will continue because perceived risk decreases.
- 5 — Test 5: Price Transparency**

Control: Price hidden or delayed

Variation: Show starting price and inclusions on course cards

Primary metric: Enrollment clicks or qualified inquiries

Hypothesis: If price is visible with clear inclusions, buyer confidence improves because value and trust become easier to judge.



Recommended Improvements

Recommendation 1

Observation

The hero headline is strong but potentially overpromising.

Psychological Impact

It creates desire, but also activates skepticism and loss aversion.

Affected Lever

Trust and Value

Recommendation

Refine the promise to feel more credible:

Build a Practical Tech Career Without Learning to Code

Learn beginner-friendly skills in design, WordPress, and freelance-ready digital work so you can start your path into tech with more confidence.

Expected Behavior Improvement

More visitors will stay open to the offer instead of dismissing it as hype.

Recommendation 2

Observation

The page presents many course options without first helping the buyer choose.

Psychological Impact

Beginners may feel overwhelmed and delay the decision.

Affected Lever

Clarity and Effort

Recommendation

Add a guided path selector:

Not sure which course to take first?

Start with your goal:

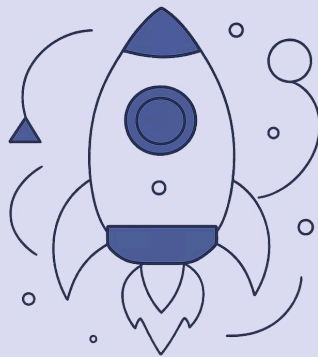
I want to design websites and apps

I want to build websites with WordPress

I want to learn freelance-ready tech tasks

Expected Behavior Improvement

Higher course-section engagement and fewer drop-offs from choice overload.



Recommended Improvements

Recommendation 3

Observation

Trust signals are present but appear too late.

Psychological Impact

The buyer must process a big promise before receiving enough reassurance.

Affected Lever

Trust

Recommendation

Move instructor credibility and one short testimonial near the hero.

Example

Taught by an experienced instructor with real-world training experience. Students learn through practical, beginner-friendly lessons designed for people starting from zero.

Expected Behavior Improvement

More visitors will continue scrolling with lower skepticism.

Recommendation 4

Observation

Course cards appear dense and difficult to evaluate quickly.

Psychological Impact

The buyer has to work too hard to compare options.

Affected Lever

Effort and Value

Recommendation

Simplify each course card to show only:

- Course name
- Best for
- What you will learn
- What you will build
- Duration
- Price or starting price
- CTA

Expected Behavior Improvement

More confident course selection and higher CTA clicks.



Initial Strategic Verdict

1

The core strength

Bringout That Pro has a strong marketable idea: **no-code tech career training for beginners.**

2

What the buyer feels now

The page already has the right ingredients: outcome promise, course offers, instructor story, student proof, and CTA. But the experience currently feels more like a course catalog than a guided beginner journey.

3

What the buyer needs to feel

"This is realistic, safe, beginner-friendly, and I know exactly where to start."

4

The key insight

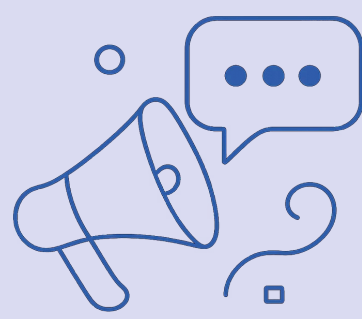
The buyer does not need more content first. Fix the sense of clarity and confidence, and the page will likely convert more of its existing interest into actual course enrollments.



Suggested Landing Page Copy

Optional add-on recommendations included when relevant.

1	<p>Hero</p> <p>Start Your Tech Career Without Learning to Code</p> <p>Learn practical no-code tech skills in UI/UX design, WordPress website building, and AI-assisted funnel creation — even if you are starting from zero.</p> <p>Bring Out That Pro helps beginners choose a clear path, learn real tools, and build practical outputs they can use for freelance work, portfolio building, or career growth.</p> <p>No coding required. Beginner-friendly. Practical lessons. Real project-based learning.</p> <p>Primary CTA: Find My Best Course Secondary CTA: View Available Courses</p> <p>Trust note: Not sure where to start? We'll help you choose the course that fits your goal.</p>
2	<p>Section 1</p> <p>You do not need to be a programmer to start in tech.</p> <p>Many beginners think tech means coding only. It does not.</p> <p>There are practical, in-demand tech skills you can start learning without writing code, such as designing websites and apps, building WordPress websites, creating funnels, and using AI tools to work faster.</p> <p>At Bring Out That Pro, we help you start with a skill path that feels clear, practical, and realistic.</p>
3	<p>Section 2</p> <p>A clearer path for beginners who want to enter tech but do not know where to start.</p> <p>Most beginners do not fail because they are lazy. They get stuck because there are too many tutorials, too many tools, and no clear order of what to learn first.</p> <p>Bring Out That Pro gives you a guided learning path so you can stop jumping from one random video to another and start building practical skills with direction.</p> <p>With our courses, you will learn how to:</p> <ul style="list-style-type: none">• Understand which no-code tech path fits your goal• Use beginner-friendly tools used in real projects• Build simple outputs you can show or practice with• Learn one skill at a time without feeling overwhelmed• Develop confidence before taking on freelance or career opportunities <p>CTA: Help Me Choose My Path</p>
4	<p>Section 3</p> <p>Who This Is For</p> <p>This is for you if:</p> <p>You want to start a tech career but do not want to learn coding first You are a beginner and feel overwhelmed by too many online tutorials You want practical skills you can use for freelance or remote work You are interested in UI/UX design, WordPress, funnels, or AI tools You want a guided learning path instead of figuring everything out alone You want to build confidence before offering your skills to clients or employers</p> <p>This may not be for you if:</p> <p>You want an advanced programming course You are looking for a guaranteed job placement You do not want to practice or build projects You expect results without completing the lessons and applying the skills</p> <p>Small note: We do not promise instant success or guaranteed income. We teach practical skills and guide you toward realistic career and freelance opportunities.</p>
5	<p>Section 4</p> <p>What You Can Become After This</p> <p>Learn skills that can open different no-code tech paths.</p> <p>Depending on the course you choose and how much you practice, you can start building toward roles and opportunities such as:</p> <p>UI/UX Design Beginner Website Designer WordPress Website Builder Landing Page Builder Funnel Builder No-Code Tech Assistant Freelance Web Support Specialist AI-Assisted Marketing Assistant Digital Business Support Specialist Portfolio-Based Freelancer</p> <p>And more as you continue building your skills.</p> <p>Important note: These are possible career paths, not guaranteed outcomes. Your results depend on your learning, practice, portfolio, communication, and consistency.</p>



Bring Out That Pro — Social Media Ad Copy

Optional add-on recommendations included when relevant.

- Ad 1: No-Code Tech Career Angle**

Primary Text: Want to start a tech career but coding feels intimidating?

You do not have to begin with programming.

Bring Out That Pro helps beginners learn practical no-code tech skills like UI/UX design, WordPress website building, and AI-assisted funnel creation.

Start with one clear path. Learn real tools. Build practical outputs. Gain confidence step by step.

Headline: Start Your Tech Career Without Coding

Description: Beginner-friendly courses for no-code tech skills.

CTA: Find My Best Course
- Ad 2: Beginner Overwhelm Angle**

Primary Text: Tried learning tech online but ended up more confused?

You are not alone.

There are too many videos, too many tools, and too many “start here” opinions. Bring Out That Pro gives beginners a clearer learning path so you know what to learn first and how to practice it.

Choose from beginner-friendly courses in UI/UX, WordPress, and AI funnel building.

Headline: Stop Guessing Where to Start

Description: Learn no-code tech skills with a guided beginner path.

CTA: View Courses
- Ad 3: Career Shifter Angle**

Primary Text: Thinking about moving into tech but not sure if you need to learn coding first?

You have other options.

With Bring Out That Pro, you can start learning practical no-code skills used in real digital work, such as designing websites, building WordPress pages, and using AI to create funnel assets.

Start small. Learn clearly. Build confidence as you go.

Headline: A Beginner-Friendly Path Into Tech

Description: No coding required. Practical courses for beginners.

CTA: Learn More
- Ad 4: “Not Sure Which Course” Angle**

Primary Text: Not sure which tech skill to learn first?

Start with your goal.

If you like design, begin with UI/UX. If you want to build websites, start with WordPress. If you want to use AI for marketing and funnels, try AI funnel building.

Bring Out That Pro helps beginners choose a practical no-code tech path without feeling overwhelmed.

Headline: Find the Right Course for You

Description: Choose a beginner path in UI/UX, WordPress, or AI funnels.

CTA: Find My Best Course
- Ad 5: UI/UX Course Ad**

Primary Text: Interested in designing websites and apps?

Start with UI/UX.

Learn how digital screens are planned, how layouts are structured, and how users move through websites and apps.

This course is made for beginners who want to understand design before building or coding anything.

Headline: Learn UI/UX as a Beginner

Description: Start designing websites and app screens with a clear foundation.

CTA: View UI/UX Course
- Ad 6: WordPress Course Ad**

Primary Text: Want to build websites without coding?

Learn WordPress step by step.

Bring Out That Pro’s WordPress course is designed for beginners who want to create practical websites for personal projects, portfolios, small businesses, or future client work.

No coding required. Just a clear path to start building.

Headline: Build Websites With WordPress

Description: Beginner-friendly website-building course.

CTA: View WordPress Course
- Ad 7: AI Funnel Course Ad**

Primary Text: Want to use AI for marketing, landing pages, and funnels?

Learn how to use AI as your funnel-building assistant.

This course helps beginners, freelancers, and business owners understand funnel structure, create copy ideas, and organize funnel assets faster with AI support.

Use AI with strategy, not just random prompts.

Headline: Learn AI Funnel Building

Description: Use AI to plan and build better funnel assets.

CTA: View AI Funnel Course
- Ad 8: Practical Skills Angle**

Primary Text: You do not need to learn everything in tech to get started.

You only need one practical skill path.

Bring Out That Pro helps beginners learn no-code tech skills they can practice, build on, and use for portfolio or freelance preparation.

Start with UI/UX, WordPress, or AI-assisted funnel building.

Headline: Start With One Practical Tech Skill

Description: Beginner-friendly courses for no-code digital work.

CTA: Start Learning
- Ad 9: Free Tutorial Comparison Angle**

Primary Text: Free tutorials can teach you a lot.

But they can also leave you jumping from one video to another without knowing what to do next.

Bring Out That Pro gives beginners a more guided way to learn no-code tech skills, with practical lessons, clear direction, and real project-style outputs.

Headline: Learn With a Clearer Path

Description: Stop jumping between random tutorials.

CTA: View Courses
- Ad 10: Trust and Realistic Expectation Angle**

Primary Text: Starting a tech career does not happen overnight.

But you can begin with the right first step.

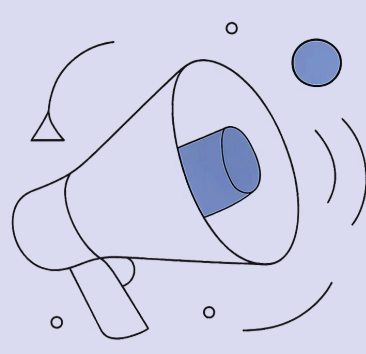
Bring Out That Pro teaches beginner-friendly no-code tech skills through practical courses in UI/UX, WordPress, and AI funnel building.

No hype. No coding requirement. Just a clearer way to start learning.

Headline: Your First Step Into No-Code Tech

Description: Practical learning paths for beginners.

CTA: Find My Best Course



Short Ad Variations

Optional add-on recommendations included when relevant.

- Short Ad 1**

Want to enter tech but coding feels too much right now?

Start with no-code skills.

Learn UI/UX, WordPress, or AI funnel building with Bring Out That Pro.

Headline:
Tech Skills Without Coding

CTA:
View Courses
- Short Ad 2**

You do not need to figure out tech alone.

Bring Out That Pro helps beginners choose a clear no-code learning path in UI/UX, WordPress, or AI funnels.

Headline:
Find Your Beginner Tech Path

CTA:
Start Here
- Short Ad 3**

Stop jumping from one random tutorial to another.

Learn practical no-code tech skills with a clearer beginner path.

Headline:
Learn Tech With Direction

CTA:
Learn More

Retargeting Ads

Optional add-on recommendations included when relevant.

- Retargeting Ad 1**

Still thinking about starting your tech learning journey?

You do not need to choose everything today.

Start with one path: UI/UX, WordPress, or AI funnel building.

Bring Out That Pro helps beginners take the first step without feeling overwhelmed.

Headline:
Ready to Choose Your First Tech Path?

CTA:
Find My Best Course
- Retargeting Ad 2**

You visited Bring Out That Pro because you are interested in tech skills.

The next step is simple:

Choose the course that matches your goal and start learning one practical skill at a time.

Headline:
Start With One Skill

CTA:
View Courses

Carousel Ad Copy

Optional add-on recommendations included when relevant.

Carousel Intro Text

Want to start in tech without coding?

Choose your beginner-friendly path with Bring Out That Pro.

- Card 1**

Headline:
UI/UX Design

Text:
Learn how websites and apps are planned, structured, and designed.
- Card 2**

Headline:
WordPress Website Building

Text:
Learn how to build websites without coding.
- Card 3**

Headline:
AI Funnel Building

Text:
Use AI to plan, write, and organize funnel assets faster.
- Card 4**

Headline:
Not Sure Where to Start?

Text:
Choose your goal and find the course that fits you best.

CTA:
Find My Best Course