



Homepage Audit & Hero Revisions

A tailored approach to sharpen your first impression and clarify your value.

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Executive Summary

Vestd's homepage is built on **first-order logic (F.O.)**, while conversion depends on **second-order belief (S.O.)**.

Currently, you're selling convenience, efficiency, accuracy, and admin control. All valuable—but these are first-order wins: clear, competent, and rational. They solve chores, not challenges of the heart.

The closest you get to second-order resonance is "*Attract and retain talent the smart way.*" But even that stays surface level. It doesn't speak to what founders truly fear—**losing their best people**—or what they deeply crave: **a loyal team that's as invested as they are**. It doesn't install belief.

This reveals the **Invisible Pattern** running through the entire page: rational when it should be resonant; informative when it should be transformative.

This is the **Tiny Hinge™**: the subtle but crucial shift from describing what Vestd does, to sparking what the founder gets to believe because of it. That single hinge swings the persuasive pendulum and determines the entire homepage outcome.

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I know we agreed on one-page, but sometimes that's not enough, so I hope you don't mind. Maybe this be an insightful journey for you all.

1. Hero Section: Clear not Compelling

A conversion-driven homepage doesn't say "Look at us." It says "This is you, isn't it?" Because the hero's journey begins in the hero section.

Principle: *You can't sell the dream unless you meet them in the nightmare.*

Founders don't search "grow with Vestd"—they search "UK share scheme" or "equity management" because they face churn, confusion, or compliance risk. That's the nightmare.

Yet, your current headline: "Own your future. Grow with Vestd." could describe a self-help course, a pension provider, or any other SaaS. It's not differentiating—Seedlegal says "Grow faster", Carta's says "building the future."

Principle: *Stand for one distinctive thing that will give you a competitive advantage*

Positioning creates a frame of reference to make it easier for prospects to understand value and install belief. "ShareTech" isn't hero-worthy; it prompts irrelevant comparisons (FinTech, BioTech), creating mental detours. It's internal language masquerading as category creation. And it's costing you.

Imagine Tinder branding itself as "UK's #1 DateTech"—technically true, but does it sound like a cure for loneliness, an easier way to find love, or resolve the unspoken fear of dying alone? No. It doesn't install belief.

Instead, start with an SEO-optimized H1 aligning with feelings and searches. Headlines like "Simplify equity management" or "It's easy to set up a UK share scheme" work in your current two-line layout. The H1 is the foundation of all SEO crawlers. Your site performs fairly well in that regard, but this helps. Additionally, being easy and simple are characteristics neither competitor owns.

These H1s aren't designed to be taglines or carry the story—they signal immediate relevance and affirm: "You're in the right place." From there, a positioning narrative can begin in the subhead and bullets, continuing the journey of naming fears, painting visions, and installing belief.

Notes: 1. Fix typo "share scemes" should be "schemes", 2. all teams play to win, 3. Leverage your Free Plan as a compelling, frictionless CTA.

The sample stops here.

The full report ran seven sections and ended with three strategic hero rewrites. Yours reads your whole page, deck, or social presence the same way: what it's claiming, what it's hiding, and the first thing to fix.

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