

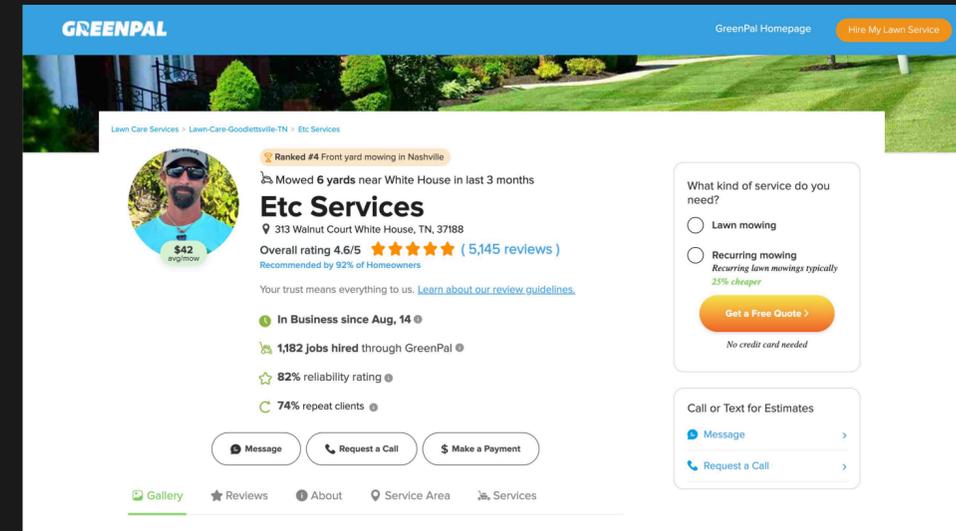
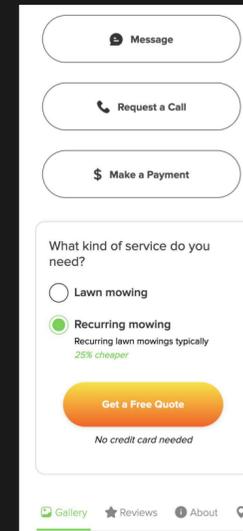
# Addison

applications

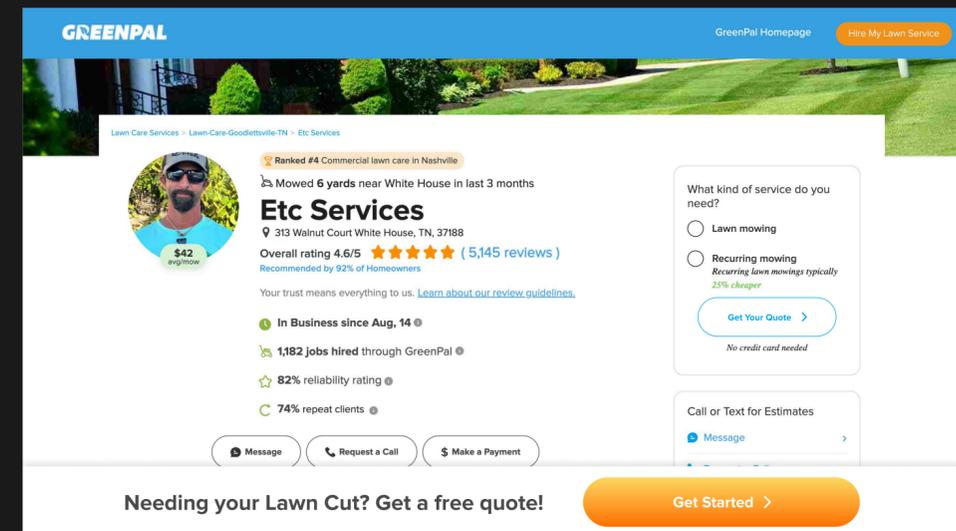
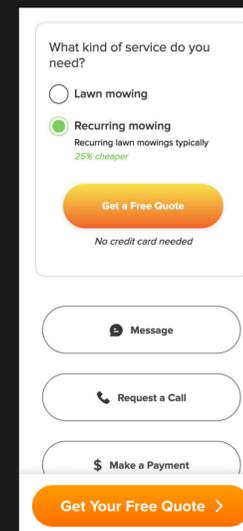
**GREENPAL** | CRO Audit

## Primary CTA Placement & Visibility

Move the primary CTA above the call buttons on mobile and remove it from the side rail on desktop, placing it in a more central, high-attention area. This reduces friction and aligns the CTA with natural scanning patterns across devices.



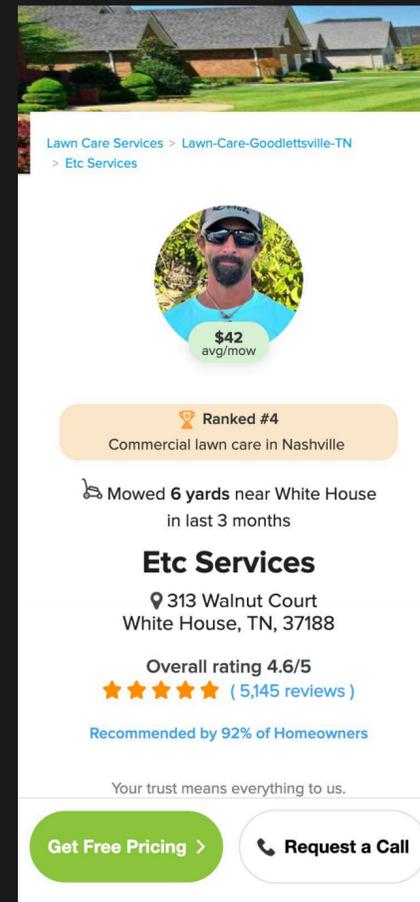
Original



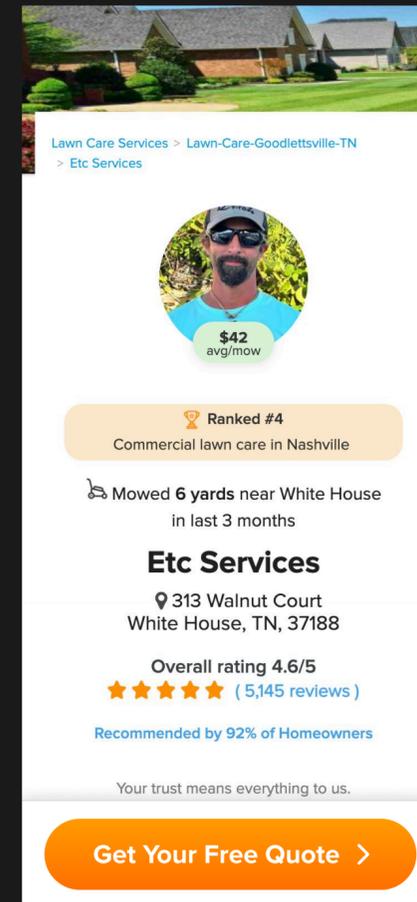
Variant 1

## Increase Visual Priority of the Main CTA

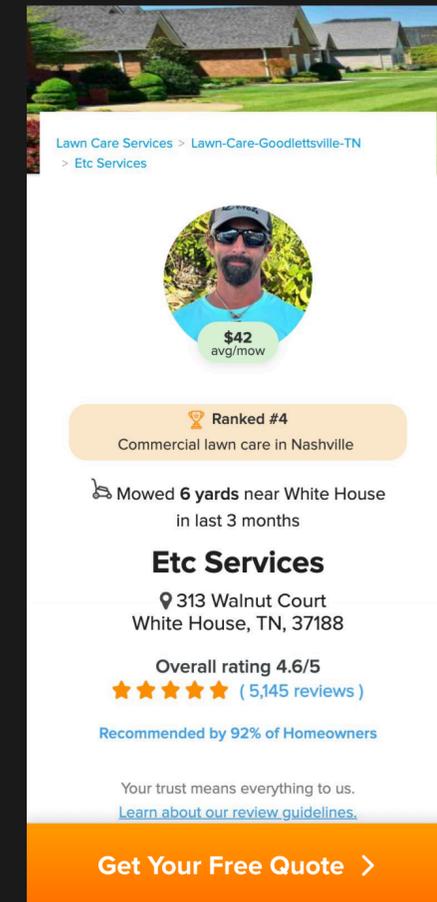
Make the primary CTA stand out more through stronger contrast, size, or styling. Currently, it blends into surrounding elements, which may be limiting click-through from high-intent users.



Original



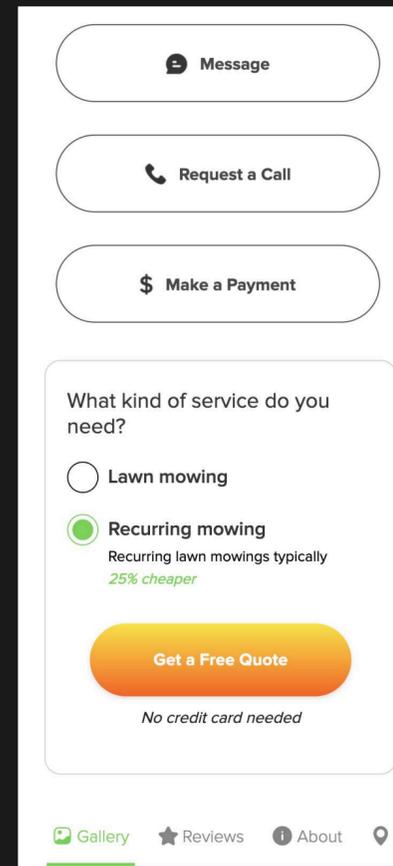
Variant 1



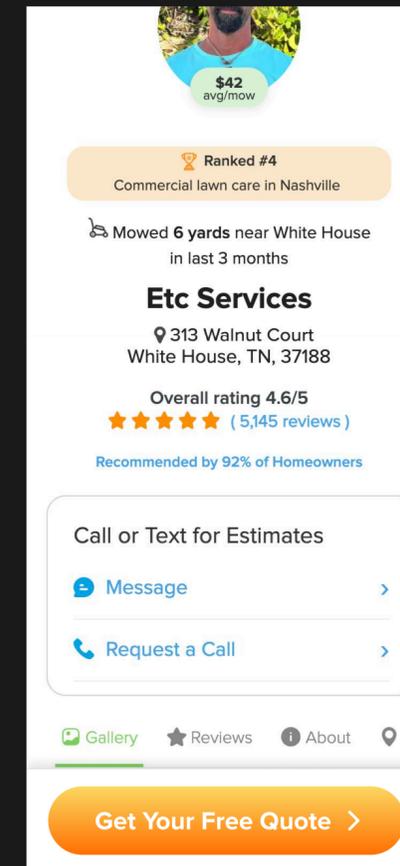
Variant 2

## Test Removing Redundant Message/Call CTAs

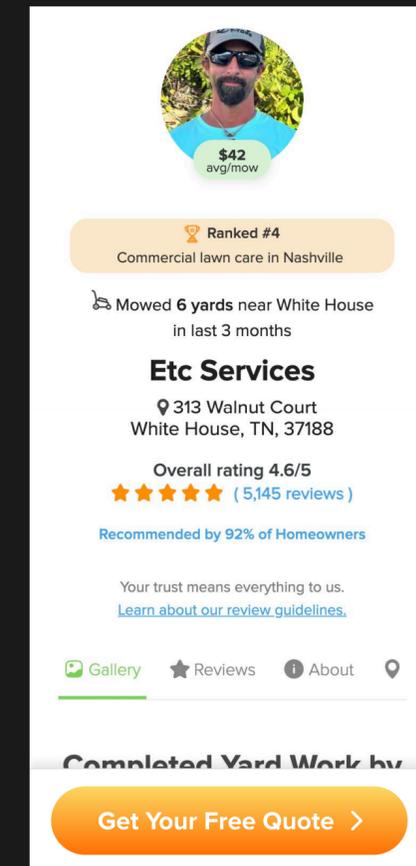
Test removing the message and call CTAs, as they trigger the same form as the primary CTA. Consolidating actions may simplify decision-making and improve conversion by guiding users toward one clear next step.



Original



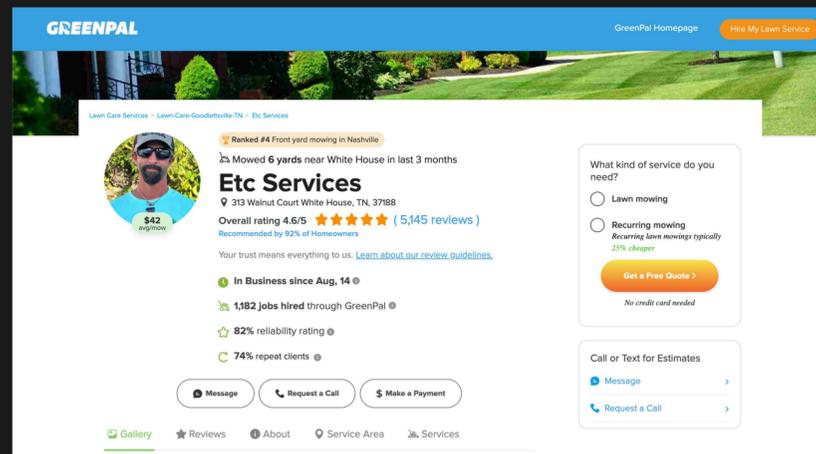
Variant 1



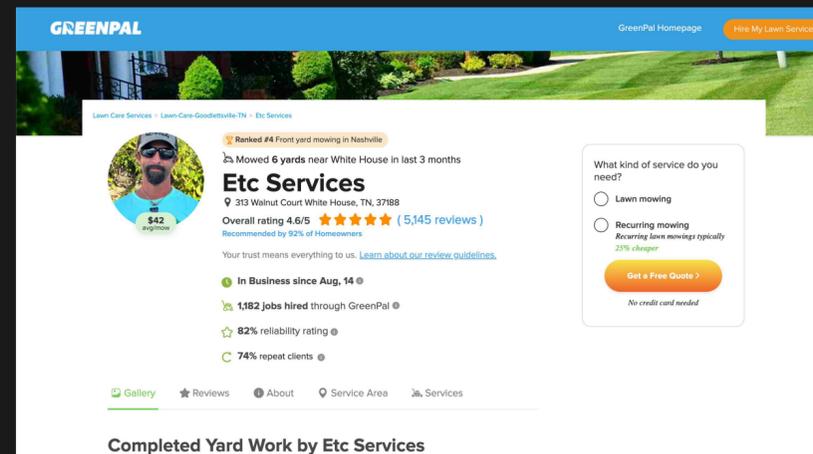
Variant 2

## Test Removing Redundant Message/Call CTAs

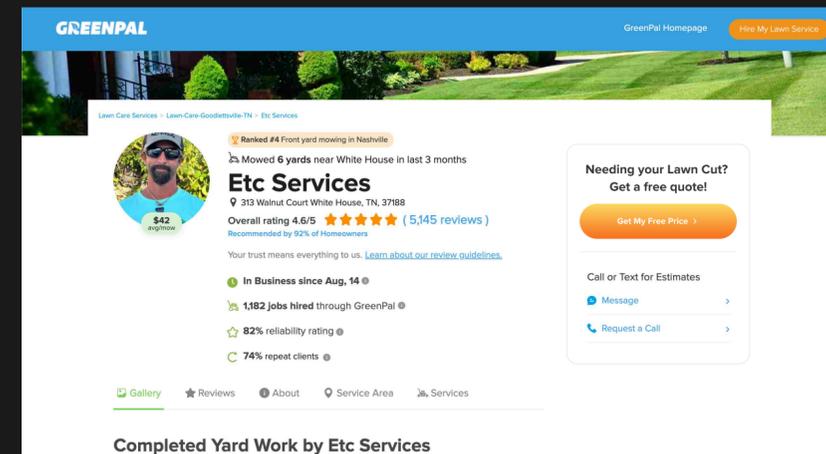
(Continued) Desktop Designs



Original



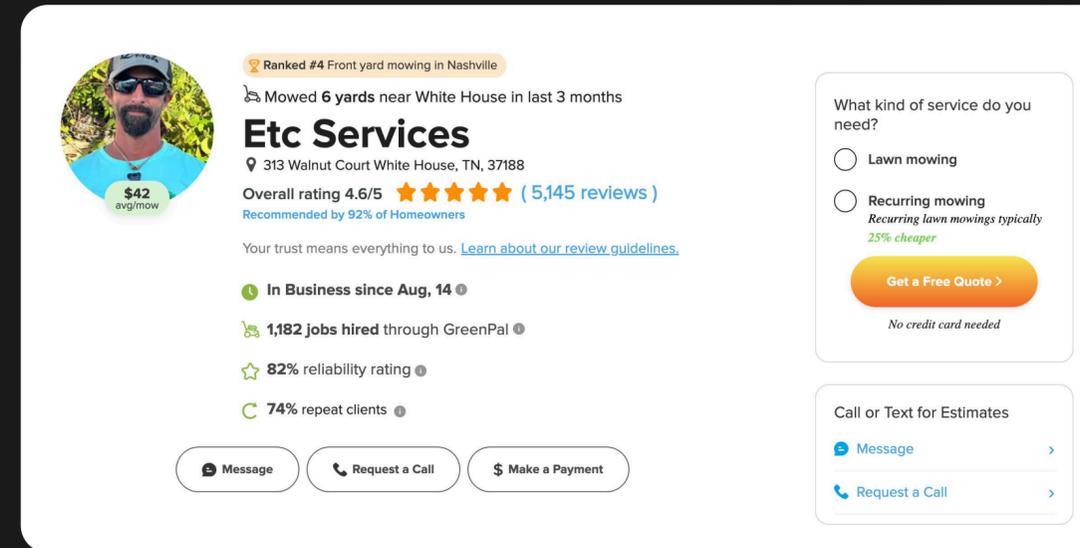
Variant 1



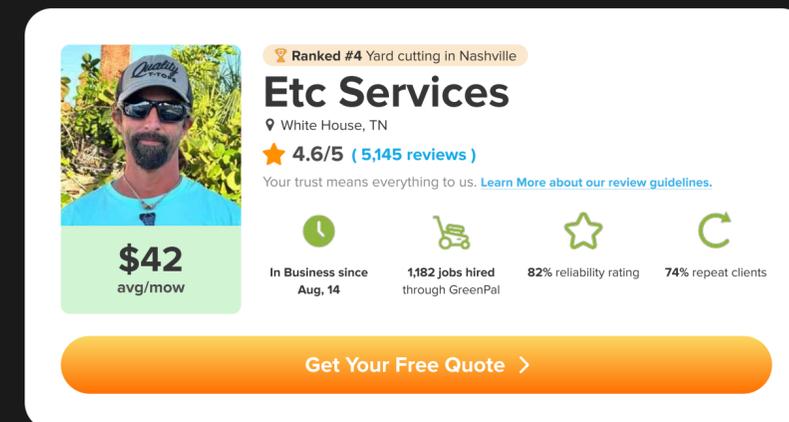
Variant 2

## Simplify High-Density Content Section

Clean up the information-heavy section by reducing copy, grouping related content, or introducing progressive disclosure. The current density may be overwhelming users before they reach the primary conversion action.



Original



Variant 1

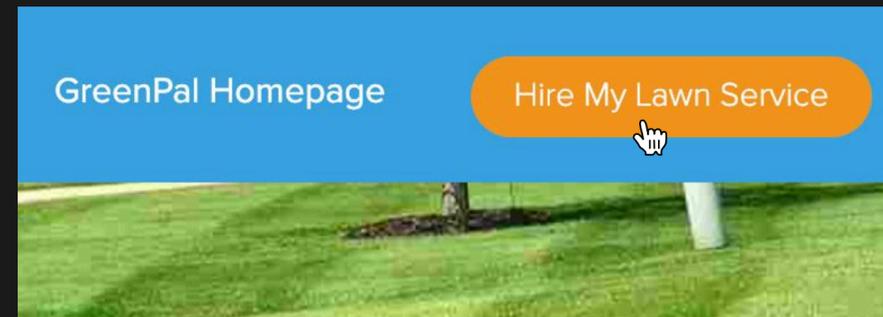
## Separate Customer vs. Provider Journeys

Move the “get paid for services” experience off this page and into a dedicated provider-focused page or app flow. Conceptually, this could be represented as a landscaper business card with a QR code that customers can scan to pay digitally—without competing with homeowner booking intent. This keeps the page focused on customers looking to book lawn care, while still clearly communicating how providers can get paid through multiple entry points.

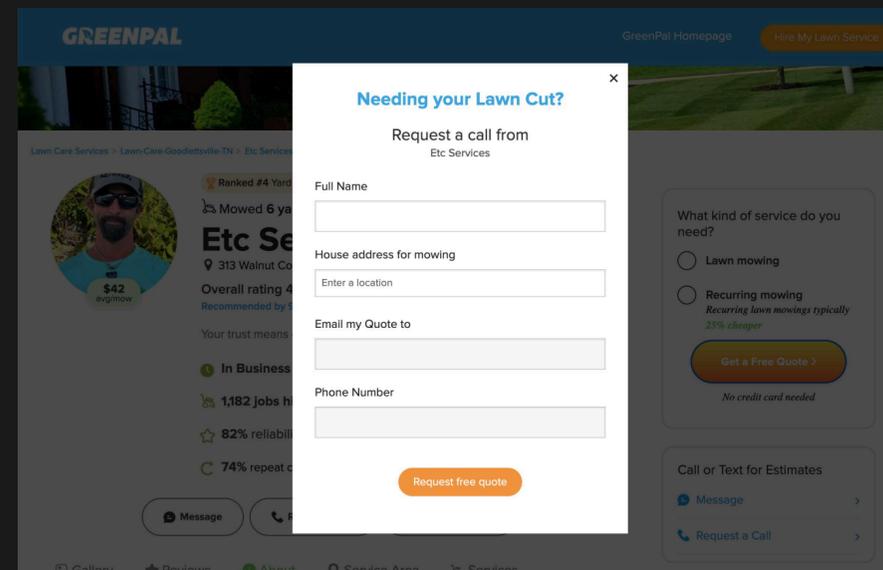


## Remove Extra Step From Header CTA

Update the header CTA to open the lead form directly instead of linking to another button that opens the form. Removing this extra step can reduce friction and increase form submissions.



Step 1



Step 2

## Clarify Service Selection (Lawn vs. Snow)

Introduce a toggle or dropdown that lets users explicitly choose between lawn mowing and snow removal. This improves clarity and helps users immediately understand how to book the specific service they need.

Lawn Service      Snow Service



Lawn Mowing



Tree Trimming



Mulching



Sod Installation

Lawn Service      Snow Service



Snow Removal



Snow Plowing



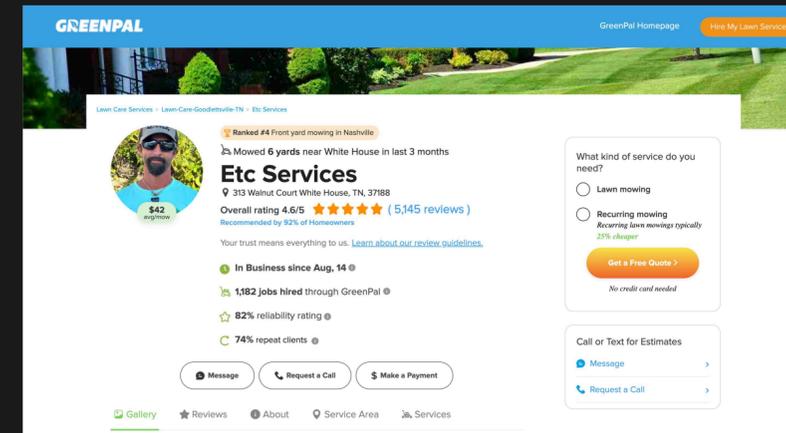
Ice Salting



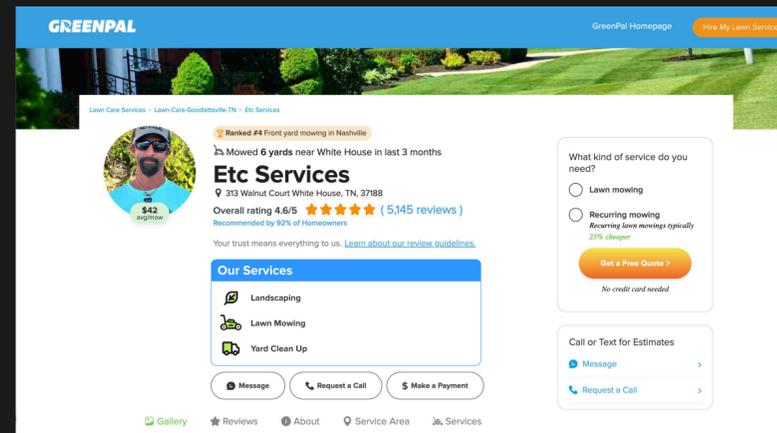
Gutter Cleaning

## Add a "Services We Offer" Section

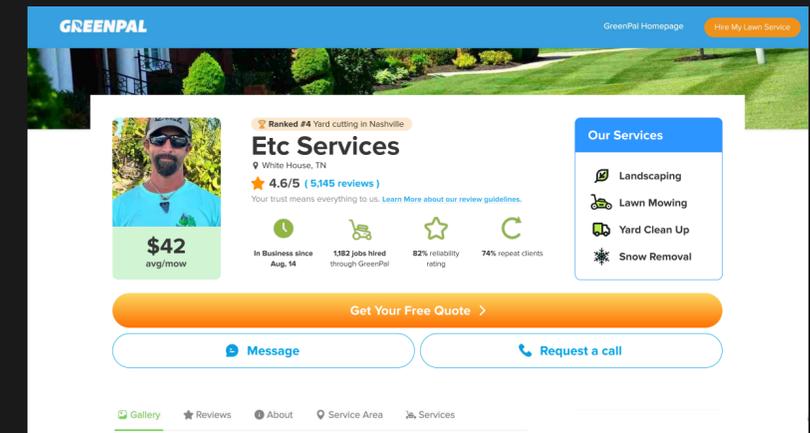
Add a clear, scannable section outlining available services (e.g., Lawn Mowing, Snow Removal, Tree & Landscaping). Using simple icons or logos can improve comprehension, reinforce trust, and help users self-identify quickly.



Original



Variant 1



Variant 2

# Questions?

Have any questions about our approach, pricing, or next steps?

 [sol@addisonapplications.com](mailto:sol@addisonapplications.com)

 (817) 395-2079

 Austin, TX

