-Explanation of Landing Page UX Audit Tool Logic and Prompt Structure

Logic:-

- The Tool analyzes landing page UX by taking a user-provided URL or HTML.
- This input is sent to the Gemini API.
- The AI analyzes the content based on the prompt and returns feedback.

Prompt Structure:-

• **Clear Goal Statement:** The prompt starts by explicitly stating the task: "Analyze the landing page content at the following URL: [USER_INPUT]" or "Analyze the following HTML snippet of a landing page: [USER_INPUT]".

• **Specific Areas of Focus:** The prompt then breaks down the analysis into four key UX areas, acting as "lenses" for the AI to examine the content:

> • **Action Lens (CTAs):** I specifically tell the AI to zoom in on anything that's meant to get the user to *act* – think buttons, prominent links, even forms. Then, I prompt it to really consider if these are visually obvious, if the text on them makes it crystal clear what will happen next, and if they have that little something extra to make someone want to click. The feedback you get will call out if your calls to action are falling flat, aren't clear enough, or if you're missing them altogether.

> • **Eye-Path Lens (Visual Hierarchy):** Next, I guide the AI to look at the page's structure and how it's styled to figure out what a

visitor's eye will likely land on first. It's about heading sizes, the breathing room around elements (whitespace), where images are placed, and how colors are used. The feedback will point out if the important stuff isn't grabbing attention or if the layout feels messy and doesn't lead the eye where it should go.

- **Effectiveness of Copy:** I also instruct the AI to really dig into the text content – the headlines, the smaller supporting text, even the words on the buttons. It's about whether the message is easy to grasp, if it's to the point, and if it actually persuades the reader. The feedback will highlight any confusing jargon, paragraphs that go on forever, or if the key benefits aren't coming across strongly enough.

- **Presence and Strength of Trust Signals:** Finally, I get the AI to look for those elements that make a website feel trustworthy. Things like customer reviews, those little security badges, or guarantees. The feedback will let you know if these are missing, if they're not noticeable enough, or if there are opportunities to add more to make visitors feel more confident."