**Mingus Landing Page Testing & Status Update Prompts**

**🎯 Phase 1: Core Landing Page Status**

**Prompt 1: Landing Page Overview Assessment**

Analyze my Mingus landing page and provide a comprehensive status report:

- Is the landing page live and accessible?

- What's the current conversion rate (if tracking is implemented)?

- How effectively does it communicate the unique value proposition?

- Does it clearly address African American professionals aged 25-35 making $40K-$100K?

- Rate the overall visual design and user experience (1-10)

- Identify any broken links, missing images, or technical issues

**Prompt 2: Target Market Messaging Analysis**

Evaluate how well my landing page speaks to the target demographic:

- Does the messaging resonate with African American professionals' financial challenges?

- Are the top 10 problems I identified (income instability, student debt, etc.) addressed?

- Is the cultural context authentic and respectful?

- Does it differentiate from generic finance apps (Mint, YNAB, PocketGuard)?

- How does it compare to culturally-focused competitors like Dasha Kennedy or Coach Kai?

- Test messaging relevance for each target metro area (Atlanta, Houston, DC, etc.)

**📱 Phase 2: User Experience & Conversion**

**Prompt 3: Mobile-First Experience Testing**

Test the mobile experience of my landing page (critical since my target market likely uses mobile):

- Mobile page load speed and performance

- Touch interaction quality and responsiveness

- Content readability on small screens

- Navigation and menu functionality

- Mobile-optimized call-to-action buttons

- Cross-device consistency

- Test on various mobile devices and screen sizes

**Prompt 4: Conversion Funnel Analysis**

Analyze the conversion path from landing to sign-up:

- How clear is the path from visitor to trial/paid subscriber?

- Test each call-to-action button and form

- Are there any friction points in the sign-up process?

- Do pricing tiers ($15 Budget, $35 Mid-tier, $100 Professional) make sense?

- Is there a clear free trial or demo option?

- How many steps to complete sign-up?

- Test form validation and error handling

**Prompt 5: Value Proposition Clarity**

Evaluate how clearly the unique value proposition is communicated:

- Is the connection between health/relationships and finance clear?

- Do visitors immediately understand what makes Mingus different?

- Are the benefits specific and measurable?

- Does it address pain points like "living paycheck-to-paycheck"?

- Is the weekly check-in concept explained effectively?

- Are career advancement features prominently featured?

- Do we show a return on investment calculation for each tier?

**💰 Phase 3: Pricing & Trust Signals**

**Prompt 6: Pricing Strategy Presentation**

Analyze how the three-tier pricing is presented:

- Are the $15/$35/$100 price points clearly displayed?

- Is the value difference between tiers obvious?

- Which tier is positioned as the "popular choice"?

- Are there any pricing psychology principles applied?

- Is there urgency or scarcity messaging?

- How does pricing compare to competitors?

- Test the subscription sign-up flow for each tier

Do we show a return on investment calculation for each tier?

**Prompt 7: Trust & Credibility Assessment**

Evaluate trust signals and credibility indicators:

- Are there testimonials from the target demographic?

- Is there social proof (user counts, success stories)?

- Are security features (bank-level encryption) highlighted?

- Is there an "About the Founder" section with Johnnie's story?

- Are there trust badges, certifications, or awards?

- Is privacy policy and terms of service easily accessible?

- Are contact information and support options clear?

**🎨 Phase 4: Design & Content Quality**

**Prompt 8: Visual Design & Branding Analysis**

Assess the visual design and brand presentation:

- Does the design feel premium and trustworthy for financial services?

- Is the color scheme and imagery culturally appropriate and appealing?

- Are there diverse representation in images/testimonials?

- Is the typography readable and professional?

- Does the design scale well across devices?

- Are loading speeds optimized for all elements?

- Is there consistent branding throughout?

**Prompt 9: Content Strategy Evaluation**

Analyze the content strategy and messaging:

- Is the copy conversational yet professional?

- Does it avoid financial jargon that might alienate the target market?

- Are there educational elements about financial wellness?

- Is the content scannable with clear headlines and bullets?

- Are there compelling statistics or data points?

- Is the tone authentic to the African American professional experience?

- Does content address specific concerns like student debt or homeownership?

**🔍 Phase 5: SEO & Discoverability**

**Prompt 10: SEO & Search Performance**

Evaluate the SEO and discoverability of my landing page:

- What keywords is the page optimized for?

- How does it rank for terms like "personal finance app for black professionals"?

- Are meta titles, descriptions, and headers optimized?

- Is there structured data markup implemented?

- How is page speed affecting SEO performance?

- Are images optimized with proper alt tags?

- Is there a clear sitemap and robot.txt?

**Prompt 11: Local Market Optimization**

Test optimization for the top 10 target metro areas:

- Does the page mention or optimize for Atlanta, Houston, DC Metro, etc.?

- Are there location-specific features or content?

- Is local SEO implemented for geographic targeting?

- Are there local testimonials or case studies?

- Does content address region-specific financial challenges?

- Is there local market salary/cost-of-living data featured?

**📊 Phase 6: Analytics & Performance**

**Prompt 12: Analytics Implementation Check**

Verify analytics and tracking setup:

- Is Google Analytics or similar tracking properly installed?

- Are conversion goals set up and tracking?

- Is user behavior being tracked (scroll depth, time on page)?

- Are A/B testing tools implemented?

- Is email capture being tracked?

- Are there heatmaps or user session recordings?

- Is performance monitoring in place?

**Prompt 13: Performance & Technical Health**

Run a comprehensive technical health check:

- Page load speed across different connections

- Core Web Vitals scores (LCP, FID, CLS)

- Cross-browser compatibility testing

- Accessibility compliance (WCAG guidelines)

- SSL certificate and security headers

- Mobile-friendliness score

- Any JavaScript or CSS errors in console

**🧪 Phase 7: A/B Testing & Optimization**

**Prompt 14: A/B Testing Opportunities**

Identify A/B testing opportunities for optimization:

- Which headlines could be tested for better conversion?

- Are there multiple call-to-action button variations to test?

- Could pricing presentation be optimized?

- What testimonial placement would work best?

- Should the sign-up flow be simplified?

- Are there different value propositions to test?

- What imagery variations might improve conversion?

**Prompt 15: Competitive Landing Page Analysis**

Compare my landing page against key competitors:

- How does it stack up against Mint, YNAB, Simplifi landing pages?

- What about culturally-focused competitors like The Finance Bar?

- What unique advantages does Mingus clearly communicate?

- Are there best practices from competitors I should adopt?

- What gaps in competitor messaging does Mingus fill?

- How is the pricing positioned relative to competition?

**🎯 Phase 8: Conversion Optimization**

**Prompt 16: Call-to-Action Effectiveness**

Test all call-to-action elements on the landing page:

- How many CTAs are there and are they strategically placed?

- Do CTA buttons stand out visually?

- Is the copy action-oriented and compelling?

- Are there multiple paths to conversion (free trial, demo, direct sign-up)?

- Test the urgency and scarcity messaging

- Are CTAs consistent with user intent at different page sections?

**Prompt 17: Lead Capture & Email Strategy**

Analyze lead capture and email marketing integration:

- Is there an email capture form with compelling lead magnet?

- Are there multiple opportunities to capture emails?

- Is the email sequence set up for nurturing leads?

- Are there content upgrades or free resources offered?

- How is email marketing integrated with Resend?

- Is there proper segmentation for different subscription tiers?

**🚀 Phase 9: Launch Readiness**

**Prompt 18: Social Media Integration**

Check social media and sharing integration:

- Are social media links present and functional?

- Is there social sharing capability for content?

- Are Open Graph tags implemented for social sharing?

- Is there integration with influencer content (Jay Shetty, Nedra Tawwab, etc.)?

- Are there social proof elements from social media?

- Is there a clear social media strategy aligned with the landing page?

**Prompt 19: Final Launch Readiness Assessment**

Provide a comprehensive pre-launch checklist and readiness score:

- Overall landing page quality score (1-100)

- Conversion rate prediction based on industry benchmarks

- Critical issues that must be fixed before launch

- Recommended improvements for higher conversion

- Timeline for optimization implementation

- Projected visitor-to-subscriber conversion rate for each tier

- Readiness to drive paid traffic (ads, social media marketing)

- Risk assessment for launching with current landing page

**🎯 Success Metrics to Track**

**Immediate Metrics**

* **Page Load Speed**: <3 seconds on mobile
* **Conversion Rate**: Target 2-5% visitor-to-trial conversion
* **Bounce Rate**: <60% for landing page traffic
* **Mobile Traffic**: 70%+ mobile usage expected

**Business Metrics**

* **Email Capture Rate**: 15-25% of visitors
* **Trial-to-Paid Conversion**: Target 10-20%
* **Cost Per Acquisition**: Track across all marketing channels
* **Lifetime Value**: By subscription tier

**Target Outcomes**

* **Year 1 Goal**: 1,000 subscribers across three tiers
* **Budget Tier**: 333 subscribers at $10/month
* **Mid-Tier**: 567 subscribers at $20/month
* **Professional**: 100 subscribers at $50/month

**📋 Testing Priority Order**

**High Priority (Week 1)**

* Prompts 1, 2, 3, 4 (Core functionality and target market fit)

**Medium Priority (Week 2)**

* Prompts 6, 7, 12, 13 (Pricing, trust, and technical health)

**Optimization (Week 3+)**

* Prompts 14, 15, 16, 17 (A/B testing and conversion optimization)

**Pre-Launch (Final Week)**

* Prompts 18, 19 (Social integration and launch readiness)

**🔄 How to Use These Prompts**

1. **Start with Phase 1** to get baseline status
2. **Fix critical issues** before moving to optimization
3. **Test iteratively** - implement changes and re-test
4. **Document everything** for continuous improvement
5. **Focus on conversion** - every element should drive sign-ups
6. **Keep target market central** - African American professionals aged 25-35