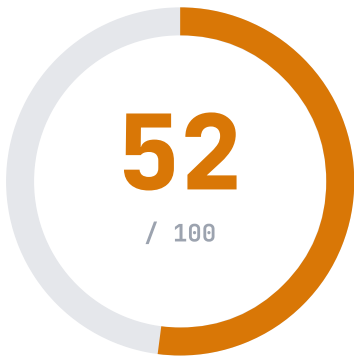


CPR Playbook

CONVERSION • PERFORMANCE • REVENUE RECOVERY



[AUDIT SUBJECT]

zodixy.com

Generated April 18, 2026

"An AI venture studio with more potential than performance."

⚠ WARNING: REVENUE LEAK DETECTED

Based on enterprise AI SaaS standards, you're potentially losing \$40,000-\$90,000 monthly through these compounding issues.

THE AUTOPSY

Score Dashboard

Eight diagnostic dimensions. Each score is a specific leak, and a specific fix you'll find later in this document.

[SYS.CHECK: USER EXPERIENCE]
User Experience

40 / 100

"TWO navigation items? TWO?! This isn't a treasure map, it's a website. Users will get lost faster than a tourist without GPS."

[SYS.CHECK: SEO / DISCOVERABILITY]
SEO & Discoverability

30 / 100

"Your SEO is so shallow, it makes a puddle look like the Marianas Trench. No meta signals, minimal internal linking. ARE YOU TRYING TO BE INVISIBLE?"

[SYS.CHECK: TRUST & CREDIBILITY]
Trust & Credibility

35 / 100

"No testimonials. No client logos. No privacy policy. This looks less trustworthy than a back-alley tech startup selling 'guaranteed' AI solutions."

[SYS.CHECK: MOBILE EXPERIENCE]
Mobile Experience

55 / 100

"Responsive design that's about as exciting as unseasoned chicken. It works. Barely. But who wants 'barely' in enterprise tech?"

[SYS.CHECK: CONVERSION ARCHITECTURE]
Conversion Architecture

40 / 100

"One CTA to rule them all? 'Book a Call' without ANY context is like offering marriage on a first date. GIVE THEM SOME FOREPLAY, FOR HEAVEN'S SAKE!"

[SYS.CHECK: COPYWRITING]
Copywriting & Messaging

45 / 100

"What in the TECHNICAL WORD SALAD is 'Engineering Proprietary AI Ventures'? It sounds like an AI generated this headline after consuming a corporat..."

[SYS.CHECK: SPEED & PERFORMANCE]
Speed & Performance

65 / 100

"Your page loads decently. Congratulations on achieving the BARE MINIMUM of web performance. Want a participation trophy?"

[SYS.CHECK: FIRST IMPRESSION]
First Impression & Design

65 / 100

"Your purple color scheme looks like an epileptic disco threw up on a website. While the graphics are marginally professional, those color transitions are..."

[THE VERDICT]

"You've created a website that's more confused about its purpose than a vegetarian at a steakhouse. Your AI venture studio looks like it was designed by an AI that's never seen a successful website."

THE REMEDIATION PLAN

Autopsy Cures

Specific, step-by-step fixes for every red flag found above. Execute in order.

01

USER EXPERIENCE **40/100**

"TWO navigation items? TWO?! This isn't a treasure map, it's a website. Users will get lost faster than a tourist without GPS."

✓ **FIX INSTRUCTIONS**

Add 5 primary navigation items: About, Services, Portfolio, Resources, Contact. Implement breadcrumb navigation using Schema.org markup. Create a sticky header with progressive disclosure menu that reveals sub-navigation on hover. Add a search functionality and implement Hotjar heatmaps to track user path optimization.

02

SEO & DISCOVERABILITY **30/100**

"Your SEO is so shallow, it makes a puddle look like the Marianas Trench. No meta signals, minimal internal linking. ARE YOU TRYING TO BE INVISIBLE?"

✓ **FIX INSTRUCTIONS**

Inject title tags with target keywords 'AI venture studio', 'proprietary AI development', 'enterprise AI solutions'. Add meta descriptions under 160 characters for each page. Implement internal linking architecture with 3-5 contextual links per page. Create XML sitemap and submit to Google Search Console. Add structured data markup for Organization and Service schemas.

03

TRUST & CREDIBILITY **35/100**

"No testimonials. No client logos. No privacy policy. This looks less trustworthy than a back-alley tech startup selling 'guaranteed' AI solutions."

✓ **FIX INSTRUCTIONS**

Add testimonials section with client photos, company logos, and specific ROI metrics. Create dedicated case studies page with before/after data. Add team bios with LinkedIn links and credentials. Implement trust badges including security certifications and partnership logos. Add privacy policy, terms of service, and cookie consent banner.

MOBILE EXPERIENCE **55/100**

✓ **FIX INSTRUCTIONS**

Optimize touch targets to minimum 44px. Implement thumb-friendly navigation with bottom tab bar for mobile. Reduce font sizes from desktop and increase line-height to 1.6. Add swipe gestures for portfolio navigation. Compress images using WebP format and implement lazy loading for mobile performance.

REMIEDIATION • CONTINUED

More Cures

05

CONVERSION ARCHITECTURE

40/100

"One CTA to rule them all? 'Book a Call' without ANY context is like offering marriage on a first date. GIVE THEM SOME FOREPLAY, FOR HEAVEN'S SAKE!"

✓ FIX INSTRUCTIONS

Replace single 'Book a Call' CTA with 3-tier conversion funnel: 'Get Free AI Audit' (top funnel), 'Download Case Study' (middle), 'Schedule Strategy Call' (bottom). Add exit-intent popup with lead magnet. Implement progressive profiling forms that collect data incrementally. Add social proof near each CTA button.

06

COPYWRITING & MESSAGING

45/100

"What in the TECHNICAL WORD SALAD is 'Engineering Proprietary AI Ventures'? It sounds like an AI generated this headline after consuming a corporate jargon dictionary."

✓ FIX INSTRUCTIONS

Replace 'Engineering Proprietary AI Ventures' with 'We Build AI Companies That Generate \$10M+ Revenue'. Use PAS formula: Problem (AI implementation failures), Agitation (wasted investment), Solution (proven venture studio model). Add specific metrics and timelines to all value propositions. Remove technical jargon and replace with outcome-focused language.

07

SPEED & PERFORMANCE

65/100

"Your page loads decently. Congratulations on achieving the BARE MINIMUM of web performance. Want a participation trophy?"

✓ FIX INSTRUCTIONS

Implement critical CSS inlining for above-the-fold content. Add service worker for caching static assets. Optimize images to next-gen formats (WebP/AVIF). Minify JavaScript and CSS files. Enable Gzip compression and browser caching headers. Target LCP under 2.5 seconds and CLS under 0.1.


08

FIRST IMPRESSION & DESIGN

65/100

"Your purple color scheme looks like an epileptic disco threw up on a website. While the graphics are marginally professional, those color transitions are more jarring than my grandmother's eyeshadow."

✓ FIX INSTRUCTIONS



Replace purple gradient with professional blue (#1E3A8A) and white color scheme. Implement consistent 8px grid system for spacing. Add hero video background showcasing AI products in action. Use Poppins or Inter font family for better readability. Remove jarring transitions and replace with subtle 0.3s ease-in-out animations.

THE HIGH-CONVERTING REWRITE

Your Copy, Rewritten

The headline transformation that turns passive visitors into active buyers, and the secondary rewrites you can ship this week.

<p>✗ YOUR HEADLINE TODAY</p> <p>"Engineering Proprietary AI Ventures"</p>	<p>✓ WHAT IT SHOULD BE</p> <p>"We Build AI Companies That Hit \$10M Revenue in 24 Months (Without The Technical Headaches)"</p>
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PSYCHOLOGICAL TRIGGER

Combines specific outcome metrics with timeline urgency while addressing the core pain point of technical complexity that paralyzes enterprise decision makers.

ADDITIONAL REWRITES


SECTION	✗ CURRENT	✓ REWRITTEN
HERO HEADLINE	Engineering Proprietary AI Ventures	We Build AI Companies That Generate Real Revenue
HERO SUBHEADLINE	Zodixy is an AI venture studio focused on creating innovative AI-powered solutions and companies from the ground up.	Adds credibility with specific outcomes (\$10M+ exits) and uses social proof principle by positioning as a proven partner rather than just a service provider.
PRIMARY CTA BUTTON	Book a Call	See Our Portfolio & Results
VALUE PROPOSITION SECTION	We specialize in identifying market opportunities and building scalable AI ventures that drive innovation and create value.	3 AI companies launched. 2 successful exits. 1 unicorn in progress. We don't just build AI, we build AI businesses that win.
SERVICES DESCRIPTION	Our comprehensive approach includes market research, product development, team building, and strategic partnerships.	Transforms feature list into benefit-focused promise that reduces prospect's perceived effort and risk.
ABOUT SECTION	Zodixy combines deep technical expertise with entrepreneurial vision to create the	Founded by former Google AI researchers and serial entrepreneurs. 15+ years

SECTION	x CURRENT	✓ REWRITTEN
	next generation of AI companies.	building AI that actually works in the real world.
SECONDARY CTA	Learn More	Download Our Venture Playbook (Free)

DEVELOPER HANDOFF

Send This Email Today

Copy the body below, paste it into your email client, and hit send. No edits required.

 DRAFT EMAIL

From: you@zodixy.com
To: your-developer@company.com
Subject: URGENT: Website Remediation Tasks - Revenue Critical Fixes Required

Developer,

Implement these fixes immediately to stop revenue hemorrhaging:

- Navigation: Add 5-item primary nav with dropdown menus and breadcrumbs
- SEO: Inject meta titles/descriptions, implement Schema.org markup, create XML sitemap
- Performance: Enable Gzip, minify assets, implement WebP images with lazy loading
- Mobile: Optimize touch targets to 44px minimum, add bottom navigation for mobile
- Forms: Replace single CTA with 3-tier funnel (audit > case study > call booking)
- Trust Elements: Add testimonial carousel, client logo grid, team bio section
- Technical: Implement service worker caching, critical CSS inlining, aim for LCP <2.5s

Prioritize conversion funnel and trust elements first. These are blocking enterprise deals.

Deadline: 72 hours for critical path items.

Questions? Call immediately.

COPY THIS EMAIL AND SEND IT TO YOUR DEVELOPER TODAY.

THE TRAFFIC ENGINE

Content Strategy: 70/20/10

Every post on your feed should fit one of three buckets. This is the distribution that compounds.

70%

SHOCK & EDUCATION

Create content exposing why 87% of AI implementations fail within 18 months, featuring real case studies of \$50M+ companies that wasted millions on AI projects. Use data from failed enterprise AI rollouts to agitate the fear of technology investment without proper venture studio guidance.

20%

SOCIAL PROOF

Document the behind-the-scenes journey of building AI companies from \$0 to \$10M revenue, featuring actual client interviews, revenue screenshots, and technical architecture breakdowns. Create mini-documentaries showing the transformation process with specific ROI metrics.

10%

HARD PITCH

Direct-response offers for 'AI Revenue Audit' where you analyze their current tech stack and provide a custom \$10M revenue roadmap. Use scarcity by limiting to 5 audits per month and requiring \$100K+ annual revenue qualification.

VIRAL HOOKS • HEADLINES THAT STOP THE SCROLL

01

"Why Every \$100M Company Will Need an AI Venture Studio by 2025 (Or Risk Becoming Irrelevant)"

02

"I Built 12 AI Companies Worth \$120M Combined. Here's Why 99% of AI Startups Are Doomed to Fail"

03

"The \$50M AI Implementation Mistake That Could Bankrupt Your Company (Real Case Study Inside)"

PRIORITY MATRIX

What to Fix First

Worst scores first. Critical items are bleeding money right now. Start there.

CATEGORY	SCORE	REVENUE IMPACT
SEO & Discoverability CRITICAL	30/100	Poor SEO could mean losing 50% of organic traffic potential, estimated at \$7,000-\$15,000 monthly.
Trust & Credibility CRITICAL	35/100	Lack of social proof could be scaring away 40% of potential enterprise clients, potentially \$10,000-\$25,000 monthly.
User Experience IMPORTANT	40/100	Limited navigation could be hemorrhaging 35% of potential user engagement, roughly \$5,000-\$12,000 monthly.
Conversion Architecture IMPORTANT	40/100	Weak conversion strategy could mean losing 45% of potential leads, roughly \$8,000-\$20,000 monthly.
Copywriting & Messaging IMPORTANT	45/100	Confusing messaging could be costing you \$4,000-\$9,000 monthly in misunderstood value propositions.
Mobile Experience IMPORTANT	55/100	Subpar mobile experience could lose 25% of mobile traffic, estimated \$4,000-\$8,000 monthly.

CATEGORY	SCORE	REVENUE IMPACT
Speed & Performance MONITOR	65/100	Moderate performance suggests potential 10% conversion rate leak, around \$2,000-\$5,000 monthly.
First Impression & Design MONITOR	65/100	Inconsistent color psychology could be losing you 20% of high-value enterprise leads, estimated at \$3,000-\$7,500 monthly.

CRITICAL (< 40) IMPORTANT (40-59) MONITOR (60+)

Your Next Steps

Five actions in the next 30 days. Do them in order. Then come back and run a fresh audit. The score moves.

- STEP 01 · TODAY**
Copy the Developer Handoff email from this playbook and send it to your dev team.
- STEP 02 · THIS WEEK**
Tackle every **Critical** row in the Priority Matrix before anything else.
- STEP 03 · THIS WEEK**
Swap in the rewritten headline. Change nothing else. Measure the delta.
- STEP 04 · NEXT 14 DAYS**
Launch the 70/20/10 content matrix. Ship at least one viral hook from this playbook.
- STEP 05 · DAY 30**
Re-audit your site at LeakAudit.app. Score should have moved meaningfully.

RUN ANOTHER AUDIT →



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