

COMPETITIVE DESIGN AUDIT - Q2 2026

Where you *bleed* money.

A design-to-revenue teardown of
stackline.io vs. **northpoint.app**

YOUR SCORE

6.4

middle of the pack

OF 10 - REVENUE-WEIGHTED

TOP COMPETITOR

8.2

best-in-class

+1.8 WEIGHTED SCORE GAP

00 - CONTENTS

What's inside.

This is the full shape of a WhiteSpace audit. A real one runs 24–28 pages, refreshed every 7 days, with action items scoped to what your team can actually ship this sprint.

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“The gap is never where you think. It’s in the three pixels of copy you wrote at 11pm.”

- Ged Roberts, The Revenue Loop, Ch. 8

01 - EXECUTIVE SUMMARY

The 90-second version.

You're losing signups to northpoint.app not because your product is worse, but because their landing page tells a clearer story in fewer words - and that is fixable in a week.

WHERE YOU WIN

Whitespace & breathing room

Your hero section gives the eye 42% more room than theirs. That calm is rare in SaaS and it signals premium - keep it.

WHERE YOU BLEED

CTA clarity

Your primary button reads "Get started" - generic. Theirs reads "Ship your first project in 4 minutes." That's a measurable copy decision, not a design one.

The Three Numbers That Matter

SCORE GAP

-1.8

Weighted score gap

Across 8 criteria, revenue-weighted. One full point \approx 12–18% CVR delta at your traffic volume.

CTA CLARITY

3.9

Lowest score in the report

Theirs: 9.1. This single criterion is the biggest lever you have. Fix it first.

WHITESPACE

8.4

A genuine strength

Do not let a redesigner talk you into "filling" the hero. Protect this.

THE ACTION

Rewrite the hero CTA before you touch anything else.

Specificity beats cleverness. Target: verb + outcome + time-to-value. A/B test against the current control for 14 days. Expected lift: 8 to 14% on hero CTA click-through.

02 - SCORE DASHBOARD

Eight criteria, side by side.

Scores are 0–10, weighted by conversion impact. The *bar* is your score. The *tick* is the competitor's.

CRITERION	YOU	THEM	GAP	VERDICT
Visual hierarchy	6.1	8.7	+2.6	GAP
CTA clarity	3.9	9.1	+5.2	GAP
Typography	7.2	8.0	+0.8	GAP
Whitespace & breathing	8.4	7.6	-0.8	WIN
Trust signals	5.5	8.4	+2.9	GAP
Mobile readiness	6.8	8.9	+2.1	GAP
Color palette	7.5	7.9	+0.4	GAP
Conversion flow	5.9	8.3	+2.4	GAP

How to read this page

Red bars (GAP) are criteria where the competitor outscores you by more than 0.2. These are your weekly sprint candidates. Teal bars (WIN) are where you already lead - protect them. PAR rows are negligible.

03

Visual Hierarchy

What the eye lands on first, second, third.

WHY IT MATTERS

Visual hierarchy decides what visitors read before they decide to leave. Weak hierarchy means every element competes; strong hierarchy means the eye is led. In under 4 seconds, a visitor should know: what this is, who it's for, and what to do next.

YOU

Your hero has three competing focal points: the headline, the product screenshot, and an orange banner announcing a feature. None dominates. Eye-tracking proxy shows attention dispersed across 5 zones in the first viewport.

THEM

Northpoint uses a single dominant focal point: a 64px headline, 22px subhead, one button. Everything else is demoted. Saliency concentrates on 2 zones. Their announcement bar is 11px at the top - present but not competing.

METRIC	YOU	THEM
Above-fold focal points	5	2
Headline size	42px	64px
Time-to-orient (avg)	4.8s	2.1s

THE ACTION

Demote everything that isn't the headline or the CTA.

Shrink the feature banner to 12px. Move the product screenshot below the fold. Let your headline be the only thing above 32pt on the page.

SCORE **6.1** YOU . **8.7** THEM

04

CTA Clarity

Does the button tell me what happens when I click it?

WHY IT MATTERS

CTAs convert on specificity, not design. A button that says what happens next outperforms a prettier button that doesn't, by 14–40% in most controlled tests. This is the single highest-leverage element on any landing page.

YOU

Get started - generic. No outcome, no time frame, no reduction in perceived effort. Identical to 68% of SaaS landing pages we've scored. Secondary CTA (Learn more) is visually heavier than it needs to be and steals clicks.

THEM

Ship your first project in 4 minutes - verb + outcome + time-to-value. Their secondary CTA is a text link, not a button, so no visual competition. Hover state reveals a tiny screencast preview - smart micro-commitment.

METRIC	YOU	THEM
Button copy specificity	2/10	9/10
Primary vs secondary contrast	1.6:1	4.8:1
Micro-commitment layer	None	Hover preview

THE ACTION

Rewrite both CTAs with verb + outcome + time formula.

Primary: verb + outcome + time. Secondary: demote to a text link. Ship behind a feature flag to 50% traffic for 14 days.

SCORE **3.9** YOU . **9.1** THEM

05

Typography

Readability, rhythm, and the emotional register of your fonts.

WHY IT MATTERS

Typography carries 60% of the feel of a site. Founders often underspend here because it's just fonts, but body-text readability alone can swing time-on-page by 25%. Your typeface also telegraphs your price point and audience.

YOU

Inter everywhere. Clean, but the same weight runs all the way through H1 to body. No rhythm. Line-height on body copy is 1.4 - too tight for 16px on desktop. You have no display face, which caps how dramatic your hero can feel.

THEM

Fraunces (serif display) for headlines, Inter for body, JetBrains Mono for labels. Three-voice system creates rhythm and signals care. Body line-height is 1.55. Italic stylistic set used sparingly on emotive words.

METRIC	YOU	THEM
Typeface count (roles)	1	3
Body line-height	1.40	1.55
Readability (Flesch)	68	72

THE ACTION

Add a serif display face to your hero and labels in mono.

Fraunces or DM Serif Display on H1/H2 only. Keep Inter for body. Raise body line-height to 1.55. Labels in JetBrains Mono.

SCORE **7.2** YOU . **8.0** THEM

06

Whitespace & Breathing Room

The quiet that makes the loud parts land.

WHY IT MATTERS

Whitespace is not empty - it's a signal of confidence. Sites that crowd every pixel telegraph we're not sure what matters. Sites that breathe telegraph this is what matters; everything else got cut. Premium brands over-index on whitespace.

YOU

Your hero has 42% more vertical breathing room than northpoint's - genuinely rare. Section spacing is generous (120px between major sections). This is where you already out-design most competitors and you should protect it fiercely in any redesign.

THEM

Slightly denser than you. Section spacing ~96px. They've optimized for information density, which suits their enterprise buyer. You're optimizing for the founder who wants calm - different strategy, both valid.

METRIC	YOU	THEM
Hero vertical padding	180px	128px
Section gap	120px	96px
Density score	0.38	0.54

THE ACTION

Protect this. Do not let a redesigner fill the hero.

When the next redesign proposal says we should add X to the hero, point at this score. Your whitespace is a conversion asset, not empty space.

SCORE **8.4** YOU . **7.6** THEM

07

Trust Signals & Social Proof

Why should I believe you in 2 seconds?

WHY IT MATTERS

Trust compounds. One logo you recognize does more than three you don't. A single specific testimonial outperforms a carousel of generic ones. SOC2 badges above the fold lift enterprise CVR by 6–11% in controlled tests.

YOU

One used by 500+ teams claim, no logos, no testimonials above fold. Testimonials section is below the pricing, which is backwards - trust should precede the ask. No security badges despite handling user data.

THEM

6 customer logos immediately below hero. One specific testimonial with photo, company, and a concrete number (cut onboarding time from 11 days to 2). SOC2 + GDPR badges in footer. Total trust surface: ~9 distinct signals in first 2 viewports.

METRIC	YOU	THEM
Trust signals above fold	1	7
Testimonials with numbers	0	3
Security badges visible	No	Yes

THE ACTION

Surface 4 customer logos under the hero. Move 1 testimonial above the fold.

Even if logos are small startups, recognition beats none. Testimonial must contain a number (time saved, revenue lifted). Badges in footer.

SCORE **5.5** YOU . **8.4** THEM

08

Mobile Readiness

53% of your traffic is on a 4-inch screen. Does it feel designed for them?

WHY IT MATTERS

Mobile is now the dominant platform for B2B landing page traffic - yes, even SaaS. Google's mobile-first index means your desktop site is invisible if mobile is broken. Tap targets, font sizes, and viewport behavior are not edge cases.

YOU

CTA button shrinks to 38px tap target on mobile - below Apple's 44px minimum. Headline wraps awkwardly at 390px (iPhone 14 Pro). Pricing table horizontal-scrolls rather than stacking. Three blocking UX issues for half your traffic.

THEM

All tap targets ≥ 48 px. Pricing table stacks into cards on mobile. Hero has a mobile-specific layout where the product screenshot becomes a looping 8-second video in portrait - dramatically different from desktop. Intentional.

METRIC	YOU	THEM
Primary CTA tap size	38px	52px
Horizontal scroll issues	2	0
Mobile Lighthouse score	74	96

THE ACTION

Ship a mobile-specific hero this sprint.

Minimum: 48px tap targets, stacked pricing, no horizontal scroll. Stretch: a 6 to 8s looping product video in place of the desktop screenshot.

SCORE **6.8** YOU . **8.9** THEM

09

Color Palette & Contrast

Is your brand legible and emotionally consistent?

WHY IT MATTERS

Color does two jobs: signal (what is interactive, what is a warning) and feel (what kind of brand is this). A weak palette confuses both. WCAG AA contrast is the floor, not the ceiling - AAA should be the default for body copy.

YOU

Blue-grey primary, green accent, red for errors - generic SaaS default. Body text at #666 on white is 5.7:1 - AA but not AAA. Your brand feels indistinguishable from 40% of dev tools.

THEM

Warm cream base, Black Kite for ink, Toxic Orange for CTAs, Aqua Mist for positive states, Garnet for loss indicators. Editorial feel. Body text 8.2:1 contrast. Palette is ownable and memorable.

METRIC	YOU	THEM
Body text contrast	5.7:1	8.2:1
Distinct brand accent	No	Yes (#FF6037)
Palette memorability	4/10	8/10

THE ACTION

Own a palette with at least one non-default color.

Drop the default blue/grey. Commit to one accent color that's uncommon in your category. Push body contrast to AAA ($\geq 7:1$).

SCORE **7.5** YOU . **7.9** THEM

10

Conversion Flow

From interested to using it - how many hurdles?

WHY IT MATTERS

Every required field cuts conversion by ~10%. Every required page cuts by ~20%. The shortest path between curiosity and activation wins. Auth-before-value is a losing default for almost every product.

YOU

Click CTA, email form (5 fields incl. company size), confirm email, set password, onboarding form (7 fields), empty dashboard. Six steps before the user sees any value. Estimated drop-off: 62%.

THEM

Click CTA, single email field, instant magic-link sign-in, pre-populated demo project opens. Three steps to first value. Onboarding form is deferred to day 3 via email. Estimated drop-off: 28%.

METRIC	YOU	THEM
Fields to reach value	12	1
Steps to activation	6	3
Abandonment (est.)	62%	28%

THE ACTION

Cut signup to one email field. Defer everything else to day 3.

Magic link instead of password. Pre-populate a demo project instead of showing an empty state. Every field you remove is ~10% of the drop-off.

SCORE **5.9** YOU · **8.3** THEM

11

The Unclaimed Gap

What neither of you is doing - and one of you could own.

Competitor analysis isn't just about where you trail. It's about the space neither of you occupies - the messaging angle, the user archetype, the feature category that could become the reason people choose one of you over the other.

01

The solo founder angle is open.

Northpoint positions for teams of 5+. You position for any team. Neither of you owns the solo founder who hires their first contractor next month. Ownable in one landing page variant.

02

Nobody shows the receipts.

Both of you claim faster setup. Neither shows a 30-second side-by-side video of onboarding. Record one. Put it above the fold. Unclaimed for the next 90 days.

03

No one is writing for the CFO.

Your category's entire marketing speaks to builders. The person signing the PO is not the builder. A single page - /for-cfos - with ROI math could outperform your whole blog in lead quality.

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Kill Blueprint

What to ship, in what order, over 90 days.

Every item below is ranked by *expected revenue impact / engineering hour*. Do them in order.

NEXT 7 DAYS - Ship this sprint

#	ACTION	EFFORT	EST. LIFT
1	Rewrite hero CTA: verb + outcome + time-to-value.	30 min copy	+8 to 14% CTR
2	Demote Learn more to text link; remove button styling.	15 min CSS	+3 to 5% CTR
3	Increase body line-height from 1.40 to 1.55 globally.	1 CSS variable	Quality signal
4	Raise mobile CTA tap target from 38px to 52px.	1 hr mobile fix	Unlocks 53% of traffic

NEXT 30 DAYS - Ship this month

#	ACTION	EFFORT	EST. LIFT
5	Surface 4 customer logos + 1 specific testimonial above fold.	1 design day	+6 to 11% CVR
6	Cut signup to 1 email field + magic link.	2 eng days	-34pp abandonment
7	Replace desktop hero screenshot with 8s product video.	1 video shoot day	+40% time-on-page
8	Add a serif display face (Fraunces) for H1 / H2.	2 hrs + design QA	Brand uplift

NEXT 90 DAYS - Strategic

#	ACTION	EFFORT	EST. LIFT
9	Build /for-solo-founders page targeting unclaimed angle.	1 sprint	New segment
10	Ship a 30s onboarding-speed comparison video.	1 week	Enterprise lift
11	Rebuild palette around one ownable accent color.	1 design sprint	Brand moat
12	Defer onboarding form to day-3 email sequence.	1 eng week	Day-1 activation up

13

Weekly Monitoring

How we keep this report alive.

Static reports go stale in 21 days. This one is re-scored every Monday at 9am UTC. Any criterion that shifts by more than 0.5 points triggers a diff email so you see it before your Monday stand-up.

TRIGGER	WHAT HAPPENS	DELIVERY
Competitor ships a hero change	Side-by-side screenshot diff + impact guess	Email within 4 hrs
Your score drops on any criterion	Flagged in Monday digest with likely cause	Monday 9am UTC
Competitor score drops	Opportunity flag: what they just abandoned	Monday 9am UTC
Weekly digest	Full 8-criterion rescore + delta from last week	Monday 9am UTC
Quarterly review	Full regenerated PDF with new blueprint	First Monday of quarter

A note on what we don't monitor

We don't track SEO rankings, ad spend, feature releases, or pricing changes. Other tools do those better. WhiteSpace is about one question only: *does the design and copy of their site convert better than yours, and if so, why?*

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Methodology

How we score and what we don't.

Each criterion is scored 0–10 on an anchored rubric. Three of the eight (CTA clarity, whitespace, conversion flow) have the strongest public research base and carry double weight in the composite score. Scores are calibrated against a reference set of 400+ category-leading SaaS sites we re-score quarterly.

What we use

- Headless Chrome snapshots at 1440px, 1024px, and 390px viewports
- Saliency maps from an open-source attention model
- Lighthouse v11 for performance + accessibility
- Axe-core for WCAG contrast checking
- Our anchored rubric for the qualitative criteria
- A human review pass on every report before it ships - no exceptions

What we explicitly don't do

- We don't scrape your analytics. We score public pages only.
- We don't A/B test for you. We tell you what to test; you run it.
- We don't score animation or motion design. Too subjective.
- We don't rank you against the whole internet. Just your top 3 competitors.



Want this for your real site?

Drop your URL + your top competitor's URL at getwhitespace.io and we'll ship your first report free. No credit card. Founding 100 keep it free for life.