Summary

71 / 100

Opportunities identified

It's clear that the need is there for a business like Gusto: ADP is garbage, their other competitors are five thousand years old, and compliance is a solid competitive moat that no LLM can mess with. Every established business needs payroll, and we use Gusto at Draft.[1]

In practice, objections are handled well, and it's clear that a lot of resources were invested into a distinct home page.

That being said, Gusto's funnel is a little confusing. Their navigation tree is massive, their positioning is too squishy (is my business too small *or* large for it?), and there are a few curious display issues.

How to use this document

You should read it once the whole way through. Take notes as you go. I am personally of the unhinged "print it" school of thought, but do whatever works for you.

Then, write down what you can do now that is easy, and what you think you should do that is hard. Getting at least some sense of how to prioritize will be useful.

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[1] *Note:* We're making this as an example for prospective Draft Score clients. Gusto have never been an active client of Draft. As a result, **all research, including interviews, usability tests, and heat & scroll maps are missing from this report.** Yours would have all of that!

Finally, think of some questions to ask us on our upcoming call! We love a good, focused meeting and are excited to chat.

What's the purpose of this score?

Your score acts as a stand-in for the gaps that currently exist in your sales funnel. Some have to do with usability; some with messaging; others with operations. Nothing is off the table.

Your score is a **benchmark** against other clients in your industry. It is possible to score a 100. It is also possible to score a zero.[2]

Active clients will get quarterly updates of their Draft Score, so they'll be able to understand what's changed and what else they can do to improve.

[2] Maybe don't try that one.

Analysis

Next, we'll talk about the most important components of a funnel and assess your progress.

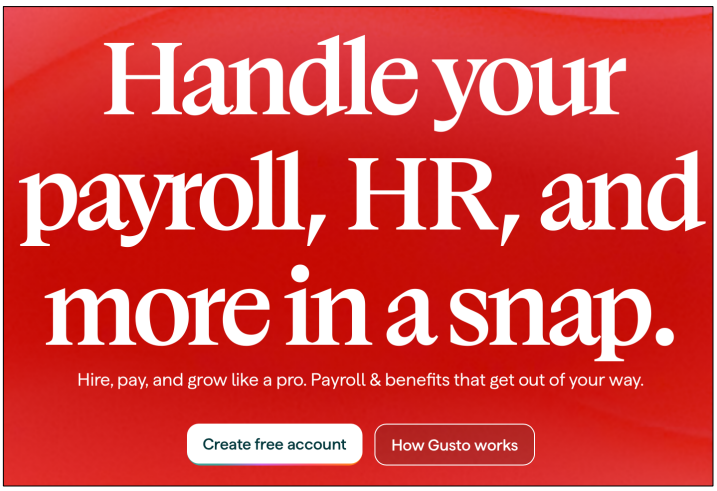
Positioning

Positioning solves three questions:

- What urgent, expensive problem are you solving?
- Who are you solving that urgent, expensive problem for?
- What makes you distinct from your competitors?

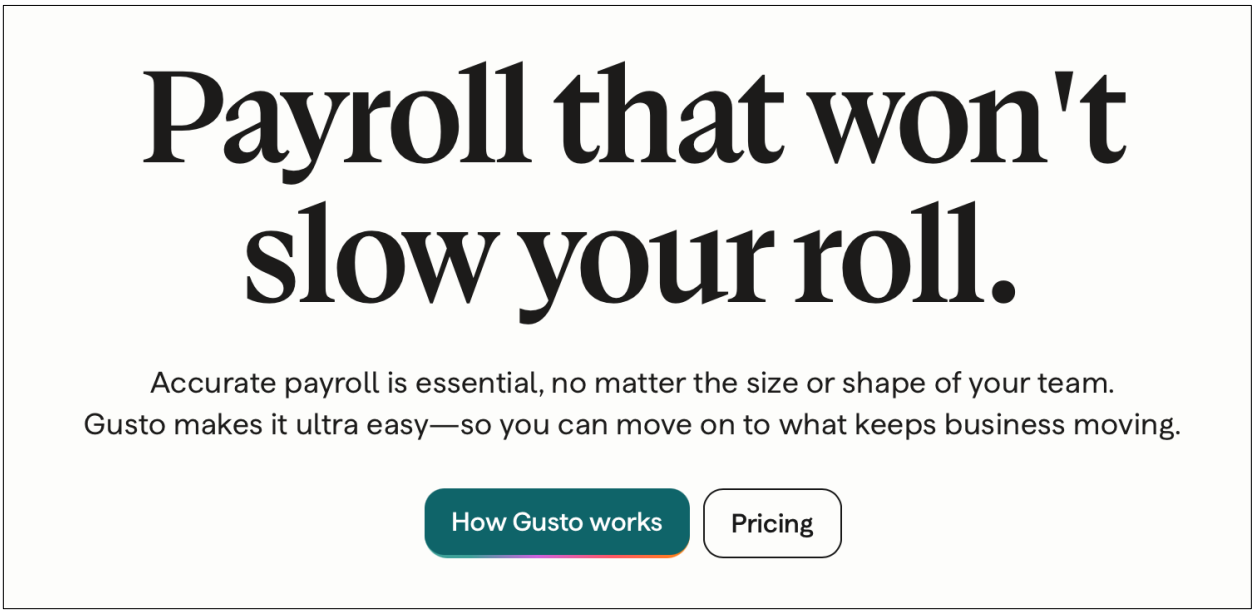
Gusto nails the "what" and biffs the "who." Your ambition is laudable, but *businesses* is not enough. People need to look at your home page and think it's clearly *for* them. Some businesses don't need or want to grow. Some businesses don't have interest in hiring. Gusto is an infrastructural product, and that's better expressed in your H2 than your H1 as of press time.



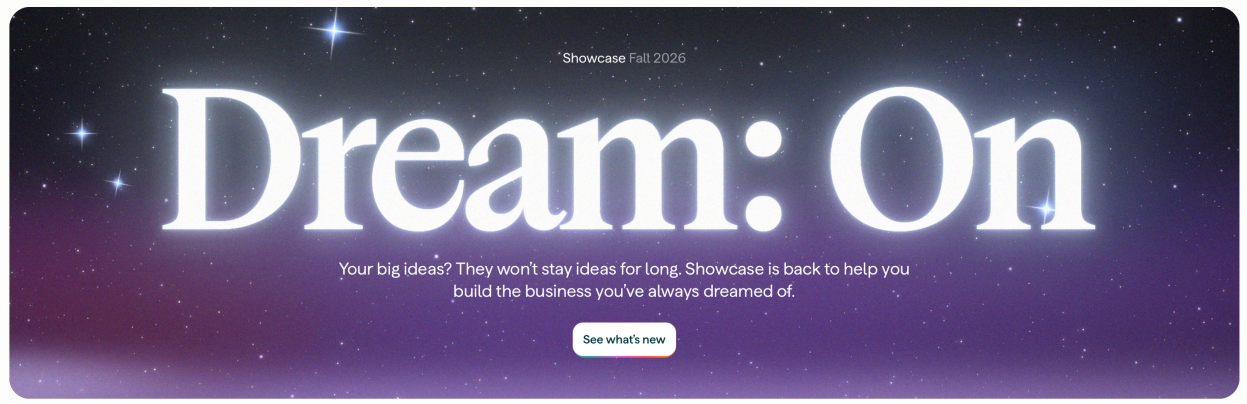


Imagine swapping the two:

In the time between our starting our analysis and its publication, the headline *and* primary CTA changed as part of a slight redesign:



This, of course, goes beyond just your headline. Positioning is *how you attract customers*. The next element is about yourself, not the customer:



In what specific ways is that serving your positioning?

The funnel

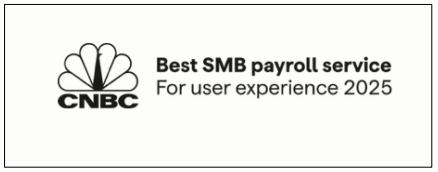
Conversion can proceed along one of several paths:

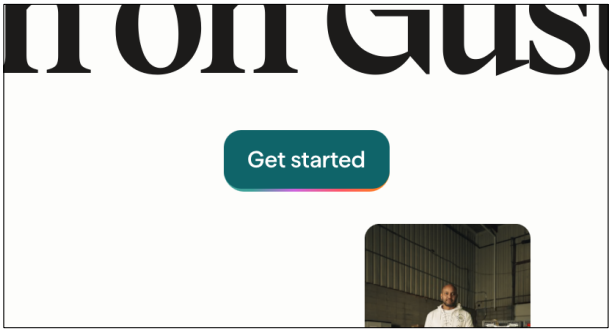
- Home → Signup
- Home → Pricing → Signup
- Home → Demo (asks for email for lead gen) → Signup
- Home → "How Gusto Works" (primary CTA, lead gen) → Signup
- Home → Landing page (in "Products" or "Business types" in the primary navigation → How Gusto Works → Signup
- Home → Landing page (in "Products" or "Business types" in the primary navigation → Pricing → Signup

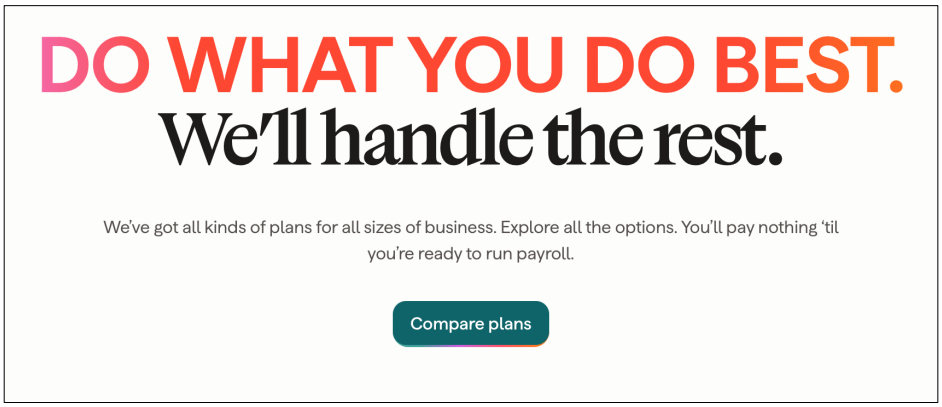
This is a little weird & incoherent! Simplifying this would probably benefit the customer, helping them focus on the value proposition. At the very least, navigation should be separated between *content focused on teaching the customer why Gusto is a good option* and *content focused on Gusto talking about Gusto* (exclusively the "Resources" link as of right now). The latter should be visually distinct from the former.

Unusual choices

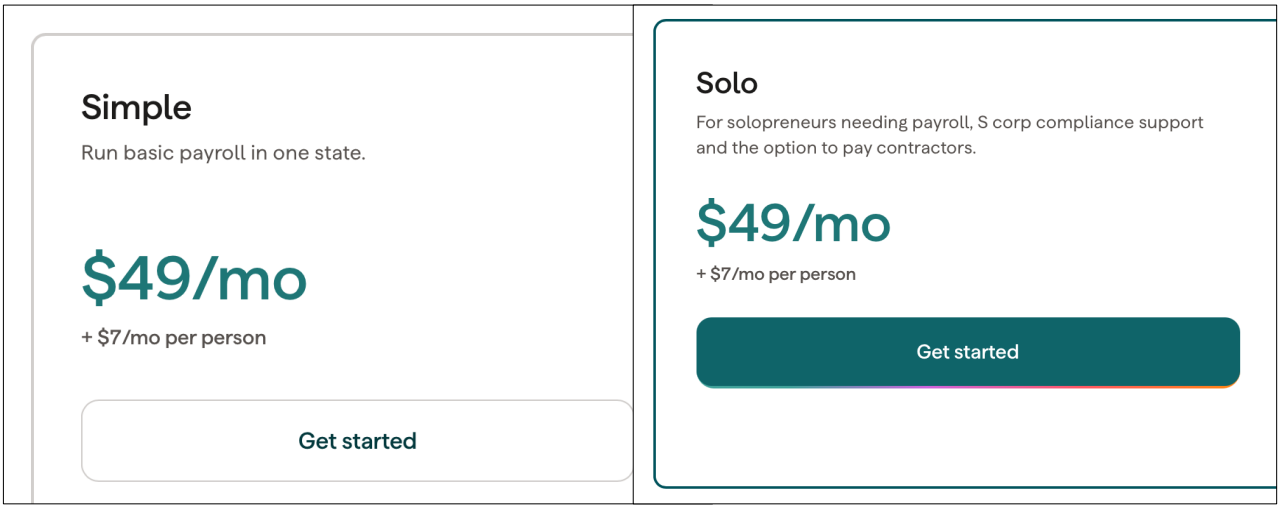
- Text is either chungus-sized or practically unreadable.
- Calls to action are too small, and “Get started” is boring & ambiguous.
- Some typography is inconsistent – likely an artifact of an older design system.







- The lowest price for teams is the same as the solo plan. So what makes it any different?



Things that work well

- Easy, fast conversion to a free trial.
- No clear "seam" between the marketing site & the product. Design elements are used consistently in most places.

Things to work on

- More landing pages for specific business types.
- A typographic scrub to make things better-scaled & more consistent.
- A clearer distinction between the simple & solo plans.

High-impact experiments

- Try multiple headline experiments in order to better fit your positioning. Remember to answer the three questions around positioning: who is this for, what problem do you solve, and what makes you different?
- Add a module on the home page that reduces risk & objections by answering the question "Is Gusto right for me?" Some people may *know* to move forward with Gusto, but many will have only heard of you for the first time and will have lots of questions before moving forward with a big business decision.
- Try removing direct signup, instead pointing people to pricing as the main CTA.
- Make call to action text focused on the actual outcomes one would expect to get from moving forward with Gusto. Even something like "Get the best payroll" would do better than "Get started".

Takeaways

Gusto's funnel is good, but there are opportunities to improve it. Pricing is a little confusing, with an ambiguous distinction between solo practice & larger teams. The recent redesign left a lot of old elements from the legacy design system. Objections are handled well; positioning is not.

Navigation is also incoherent, providing so many opportunities to exit the funnel. Further research into heat maps is necessary to determine what people are doing. Either they're tapping a lot (indicating that they're at risk of leaving the funnel or still have objections, which will influence the design of the landing pages they're navigating to) or they're not tapping much at all (in which case why have the nav in the first place).

On our call, we'll come up with specific fixes & experiments, and we'll talk about how to prioritize, implement, and act on them. We look forward to chatting with you further about your Draft Score and improving your funnel together! **Please reach out** if you have any questions.