

The Devtools Homepage *Teardown*

Score your own homepage in ten minutes. Six categories. Eighteen questions. The score isn't the point — the gaps are.

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How to use: Open your homepage in a new tab. Score each item 0 (not doing it), 1 (doing it badly), 2 (doing it well). Be honest. Take ten minutes. Don't grade on a curve. The lowest-scoring category is where you start.

A The *category claim* vs the *job-to-be-done*

/ 6 POINTS

- 01 Can a senior backend engineer explain what your product does in one sentence after 30 seconds on your homepage? 0 1 2
- 02 Is your hero headline a specific job ("Ship database migrations without downtime") and not a category claim ("The modern data platform")? 0 1 2
- 03 Does the subheadline name the specific user — not just "developers" or "teams"? 0 1 2

B No named *comparison*

/ 6 POINTS

- 04 Do you name the obvious alternative ("instead of [X]" or "if you've outgrown [Y]") somewhere above the fold? 0 1 2
- 05 Is there a comparison table or section that's honest about where alternatives are still better? 0 1 2
- 06 Would a buyer evaluating you against [closest competitor] find any reason your homepage gives to pick you? 0 1 2

C The "Book a Demo" *CTA*

/ 6 POINTS

- 07 Is your primary CTA a low-friction action ("Try free," "View docs," "Start in 30 seconds") and not "Book a demo"? 0 1 2
- 08 Does the CTA match the price? A \$20/month product asks for a credit card; an enterprise contract asks for a demo. Not the reverse. 0 1 2
- 09 Can a developer get to working product (signup → first request / first deploy / first query) in under five minutes, without talking to anyone? 0 1 2

D The wall of *logos* too early

/ 6 POINTS

- 10 Does the technical case come before the logo wall – code sample, architecture diagram, or working demo above the fold? 0 1 2
- 11 If you show customer logos, do you also include one or two specific technical use-cases ("How [Customer] uses [Product] for [specific problem]")? 0 1 2
- 12 Are the logos real customers (not pilots, not "in talks with") – would the named companies confirm they use the product? 0 1 2

E No working *quickstart* above the fold

/ 6 POINTS

- 13 Is there a real code snippet – not a screenshot, not a marketing illustration – visible above the fold on the homepage? 0 1 2
- 14 If a developer copy-pasted that snippet right now, would it do something useful (return a result, render, connect)? 0 1 2
- 15 Is the docs link visible in the global nav – not buried in the footer, not behind a hamburger menu? 0 1 2

F Pricing hidden behind "*Contact us*"

/ 6 POINTS

- 16 Is the pricing page reachable in one click from anywhere on the site – including the homepage hero? 0 1 2
- 17 Does at least the lowest paid tier show a real number – not "Starting at \$X" or "Contact for pricing"? 0 1 2
- 18 If a tier requires "Contact us," is it only the top enterprise tier – not the middle tier or the entry tier? 0 1 2

YOUR TOTAL

/ 36

0–12	Rebuild <i>The homepage is fighting against the product. Start from a blank canvas.</i>
13–24	Significant rework <i>The bones are okay. Pick the two lowest-scoring categories and fix those first.</i>
25–36	Refine <i>Most of the work is done. Find the one item scored 0 and rebuild that section.</i>

↳ THIS IS ONE OF SIX CATEGORIES

The full *40-point audit* covers all six.

Homepage is one slice. The complete devtools GTM audit scores you across positioning, content, dev rel, distribution, activation, and retention – 40 questions, six categories. Plus the positioning canvas, content engine, outreach swipe file, distribution map, launch checklist, and two Loom walkthroughs.

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