



THE MANUSCRIPT

Teak

Content Audit

helloteak.com



Apr 15, 2026 • 21 content items audited

● Executive Summary

Audited 21 content items across Teak's fintech platform with average quality score of 63/100. Content shows strong technical depth but critical gaps in buyer journey progression and conversion optimization.

KEY FINDINGS

- Heavy concentration in Evaluation stage (7 items) with severe Decision stage deficit (only 3 items)
- 38% of content flagged for optimization, indicating widespread quality issues affecting conversion potential
- 13 identified content gaps preventing smooth buyer journey progression from awareness to purchase
- Website conversion score of 65/100 suggests structural barriers to lead generation
- Strong technical content foundation with 29% keeper rate, but lacking commercial persuasion elements

TOP OPPORTUNITIES

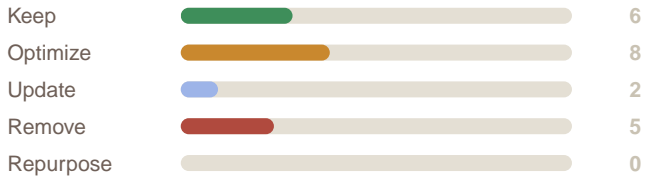
- Create Decision-stage content with ROI calculators and implementation guides to convert evaluating prospects
- Optimize 8 underperforming pieces with stronger CTAs and commercial messaging to improve conversion rates
- Fill Discovery stage gaps with problem-focused content to capture early-stage revenue operations and CTO prospects

Teak has solid technical content but needs immediate Decision-stage assets and commercial optimization to convert their engaged audience into customers.

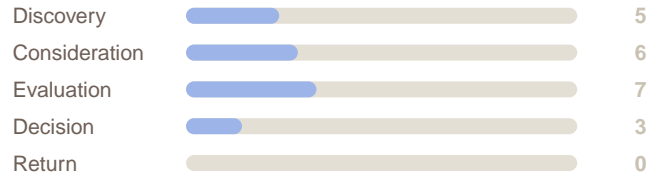
Audit at a Glance



CONTENT DECISIONS



JOURNEY STAGES



● Content Health

Teak's content portfolio shows moderate health with 21 pieces averaging 63/100 quality score. The distribution reveals significant optimization opportunities with only 29% of content meeting quality standards.

STRENGTHS

- Strong evaluation-stage coverage with 7 pieces targeting technical decision-makers and integration concerns
- Balanced content mix across buyer journey stages with representation in all key phases
- 6 high-performing pieces (keep classification) demonstrate proven content formula for fintech audience

CONCERNS

- Below-average quality score of 63/100 indicates content lacks depth and technical specificity needed for B2B fintech buyers
- 38% of content flagged for removal or updates suggests significant resource waste on underperforming assets
- Only 3 decision-stage pieces creating potential conversion bottleneck for revenue-ready prospects

ACTIONS

- 1 Immediately optimize the 8 flagged pieces by adding specific ROI metrics, API integration examples, and customer success data
- 2 Remove the 5 lowest-performing pieces and redirect traffic to higher-converting alternatives
- 3 Create 3-4 new decision-stage pieces featuring detailed case studies with chargeback reduction percentages and revenue lift data

● The Arc — Buyer Journey

Content provides adequate mid-journey support but critical gaps exist at both ends of the buyer journey. Discovery lacks problem-awareness education while Decision stage missing technical demos and procurement tools.

STAGE	VERDICT	DETAIL
Discovery	Weak	Only 5 pieces with major gaps in problem-awareness content for all personas, especially CTOs lacking embedded fintech education and VPs missing booking hesitancy connections.
Consideration	Adequate	6 pieces provide reasonable solution education but CTOs need more technical implementation content and personas need clearer competitive comparisons.
Evaluation	Strong	7 pieces effectively demonstrate value with case studies and ROI metrics, strongest stage for moving prospects toward decisions.
Decision	Weak	Only 3 pieces with critical missing elements: technical demos for CTOs, pricing transparency for Finance Directors, and procurement tools for budget approvals.
Return	Missing	Complete absence of ongoing optimization content prevents Revenue Operations Directors from maximizing Smart Refunds performance and justifying continued investment.

CRITICAL GAPS

- No technical demos or API documentation prevents CTOs from evaluating integration complexity and implementation feasibility before purchase decisions
- Complete absence of return-stage content blocks Revenue Operations Directors from optimizing Smart Refunds and justifying continued investment
- Missing discovery-stage problem-awareness content fails to educate prospects on refund margin impact and embedded fintech opportunities

ACTIONS

- 1 Create interactive technical demo and comprehensive API documentation for CTOs to evaluate Smart Refunds integration complexity and enterprise readiness
- 2 Develop ongoing optimization playbook and quarterly success metrics content for Revenue Operations Directors to maximize Smart Refunds performance post-implementation
- 3 Build discovery-stage educational content connecting booking hesitancy, chargeback costs, and margin impact to refund transformation opportunities for all personas

● The Plot Lines — Content Themes

Analysis of Teak's four strategic content pillars reveals significant gaps in foundational education across all buyer personas. While Teak has established strong pillar definitions, most content operates at advanced levels without building awareness of core problems.

PILLAR	COVERAGE	DETAIL
Revenue Optimization	Thin	Missing discovery-stage content to help prospects understand the fundamental refund-to-revenue opportunity they're losing.
Technical Integration	Thin	Lacks early-stage education for CTOs on embedded fintech architecture challenges and implementation complexity.
Financial Risk Management	Thin	No foundational content on chargeback costs and financial risks specific to experience-based businesses.
Customer Experience Excellence	Thin	Missing awareness content connecting customer booking hesitancy to refund policy solutions for CX VPs.

MISSING THEMES

Problem awareness education for refund margin impact	Technical architecture fundamentals for embedded fintech
Financial risk quantification for experience businesses	Customer psychology of booking confidence
Business case building frameworks	Total cost of ownership analysis
	Implementation timeline and resource planning

ACTIONS

- 1 Create foundational 'Refund Problem Awareness' content series targeting Revenue Ops Directors with margin impact calculators
- 2 Develop 'Embedded Fintech 101' technical education content for CTOs including architecture considerations and implementation timelines
- 3 Build decision-support content library with ROI calculators, business case templates, and procurement guides for Finance Directors

● The Stage — Website Audit

The website scores 65/100 with strong quantified benefits (20% revenue increase, 99% chargeback reduction) but suffers from generic positioning and conversion bottlenecks. Multiple critical issues prevent the site from effectively converting B2B prospects despite having solid technical capabilities and proven results.

WHAT WORKS

- Strong quantified value propositions with specific metrics (20% revenue increase, 99% chargeback reduction) that resonate with finance and revenue operations personas
- Messaging consistency maintained across all pages with core benefits and key differentiators clearly articulated
- Technical product information demonstrates API integration capabilities and enterprise-grade reliability for CTO evaluation

CRITICAL ISSUES

Single generic 'Get in Touch' CTA regardless of visitor persona or journey stage

Creates massive conversion bottlenecks by forcing technical evaluators, finance directors, and revenue ops through identical contact flow

FIX

Create persona-specific CTAs: 'See Technical Docs' for CTOs, 'View ROI Calculator' for Finance Directors, 'Get Revenue Analysis' for RevOps

Generic 'Building better experiences' positioning that could apply to any business solution

Fails to establish category ownership in embedded fintech or create urgency around refund optimization problems

FIX

Replace with category-defining messaging: 'Transform refunds from cost center to revenue driver' and lead with specific problem statement about refunds eating into margins

Broken URLs (/about, /products) and missing essential product information

Creates poor user experience and prevents prospects from accessing critical evaluation information during consideration phase

FIX

Fix all broken navigation links and ensure comprehensive product comparison between Smart Refunds and Friendly Insurance on solutions page

Multi-persona messaging trying to speak to revenue ops, technical, customer experience, and finance simultaneously

Dilutes primary value proposition and prevents any single persona from clearly understanding their specific benefits

FIX

Lead with Revenue Operations Director as primary persona (strongest quantified benefits), then layer in technical and finance benefits in secondary positioning

ACTIONS

- 1 Replace homepage hero messaging with problem-first approach: 'Refunds are eating your profits and overwhelming your team' followed by category-defining solution statement
- 2

Create persona-specific landing pages and CTAs: technical documentation for CTOs, ROI calculators for Finance Directors, revenue optimization tools for RevOps

- 3 Fix all broken navigation URLs (/about, /products) and create comprehensive product comparison page showing Smart Refunds vs Friendly Insurance benefits

• Prioritized Recommendations

1

Fix broken URL and implement conversion-focused CTAs

high impact low effort website

Repair the broken URL immediately and replace generic CTAs with business-specific value propositions like 'Calculate Your Smart Refunds ROI' and 'Book Technical Integration Demo'.

Timeline: 1 week

2

Create interactive API documentation and technical demo

high impact medium effort content

Build comprehensive API docs with code samples and a sandbox environment to help CTOs evaluate Smart Refunds integration complexity and feasibility.

Timeline: 3-4 weeks

3

Develop transparent pricing calculator and procurement toolkit

high impact medium effort content

Create a pricing estimator tool and downloadable procurement package with ROI projections to help Finance Directors complete budget approval for Smart Refunds.

Timeline: 2-3 weeks

4

Rewrite homepage messaging with specific fintech positioning

high impact low effort website

Replace generic business optimization language with clear embedded fintech positioning that emphasizes Smart Refunds' revenue transformation and Friendly Insurance's guaranteed payouts.

Timeline: 1-2 weeks

5

Create Customer Experience VP awareness content series

high impact medium effort content

Produce content connecting booking hesitancy and customer service burden to Smart Refunds solutions, including 'The Hidden Cost of Customer Refund Anxiety' whitepaper.

Timeline: 2-3 weeks

6

Build ongoing optimization and success measurement hub

medium impact medium effort content

Create content series on maximizing Smart Refunds performance with quarterly optimization guides and success metrics dashboards for Revenue Operations Directors.

Timeline: 4-5 weeks

7

Develop consideration-stage comparison content

medium impact medium effort journey

Create detailed comparison guides positioning Teak against traditional refund policies and insurance providers, highlighting the 100% payout guarantee differentiator.

Timeline: 3-4 weeks

8

Launch Financial Risk Management pillar content

medium impact medium effort strategy

Develop content around chargeback reduction and financial predictability benefits, targeting Finance Directors with ROI case studies and risk mitigation strategies.

Timeline: 3-4 weeks

9

Create decision-stage implementation timeline content

medium impact low effort journey

Produce specific timeline guides and implementation checklists showing CTOs exactly what to expect during Smart Refunds API integration process.

Timeline: 2 weeks

10

Build customer success story library by persona

medium impact medium effort content

Create persona-specific case studies showing Revenue Operations Directors achieving 20%+ revenue increases and Finance Directors reducing chargeback costs by 99%.

Timeline: 4-5 weeks

11

Develop Technical Integration pillar expansion

medium impact high effort strategy

Create advanced technical content including webhook documentation, error handling guides, and performance optimization best practices for developer audiences.

Timeline: 5-6 weeks

12

Implement persona-specific website navigation paths

low impact medium effort website

Create dedicated landing pages and navigation flows for each buyer persona with role-specific value propositions and content recommendations.

Timeline: 3-4 weeks