

POLITICAL CAMPAIGN MESSAGING ANALYSIS REPORT

ANALYZED WEBSITE: <https://shawforca.com/>

AUDIT SCORE

9/10

Criteria	Score
Clear Voter Problem	2/2
Simple Plan (Rule of Three)	2/2
Voter vs. Candidate Focus	2/2
Emotional Connection	2/2
Clear Call to Action	1/2

Key Messaging Problems

01 Lack of a Primary "Story" Headline

The hero section uses two punchy sentences ("Fix Our Schools. Protect Our Kids."), but it lacks a singular, high-level headline that synthesizes the entire value proposition for the voter in one go.

02 Form Friction Above the Fold

Like many other sites, the "Join the Team" form is a primary visual focus above the fold. This can distract from the core messaging for users who aren't yet ready to hand over their data.

03 Dense Endorsement Section

While the list of endorsements is massive and builds authority, it is visually overwhelming. This can lead to "scroll fatigue" before the user reaches the final call to action at the bottom.

Recommended Improvements

Unify the Hero Message

Create a single, bold headline that promises a transformation. Example: "It's Time to Put Parents Back in Charge of California's Classrooms."

Visualize the Three Pillars The three core issues (Protect Our Daughters, Fix Our Schools, Put Families First) are already great. Use large, distinct cards or icons to make them the centerpiece of the user's "Plan" to fix the system.

Streamline Endorsements Use a "Logos Grid" for major organizations and a "Featured Three" for high-profile individuals (like Chad Bianco or Riley Gaines) to keep the authority high without the visual clutter.

Improved Messaging Examples

IMPROVED HEADLINE EXAMPLE

"Your Kids Aren't Lab Rats for Sacramento's Ideology. Let's Get Back to Basics and Put Families First."

IMPROVED CALL TO ACTION EXAMPLE

"Join the Movement to Fix Our Schools: Sign Up Today."