

POLITICAL CAMPAIGN MESSAGING ANALYSIS REPORT

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

AUDIT SCORE

8/10

Criteria	Score
Clear Voter Problem	2/2
Simple Plan (Great Jobs, Homes, Kids)	2/2
Voter vs. Candidate Focus	1/2
Emotional Connection	2/2
Clear Call to Action	1/2

Key Messaging Problems

01 Visual and Textual Overload

The homepage is extremely text-heavy and structured like a policy white paper, which can overwhelm voters and lead to disengagement.

02 Competing Calls to Action

The "Hero" section features multiple forms (email, text, donate) simultaneously, creating "choice paralysis" for new visitors.

03 "Expert" vs. "Guide" Dynamic

The copy often feels like a lecture or a monologue from a media personality rather than an empathetic guide walking with the voter.

Recommended Improvements

Simplify the Hero Section

Use one primary headline and a single, clear button (e.g., "Join the Movement") to focus the user's first action.

Voter-Centric Headers

Transition from "Meet Steve" or "Vision for California" to headers that focus on the voter's benefit, such as "Your Future in California."

Humanize Policy Data

Break up dense paragraphs with icons or infographics for the "Rule of Three" (Jobs, Homes, Kids) to make the platform more scannable.

Improved Messaging Examples

IMPROVED HEADLINE EXAMPLE

"You deserve a California you can actually afford to live in. Let's end one-party rule and restore your California Dream."

IMPROVED CALL TO ACTION EXAMPLE

"Take Back Your State: Join the Movement Today."