

Snapshot Audit

reckon.dev

Prepared for Reckon — sample

27 May 2026

Auditor: Stet — usestet.com

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The reading

Reckon is billing infrastructure for AI companies. The page knows this and says so — quietly, twice, in the headline and the subhero. It says it in language that any of the seven other billing-infrastructure tools competing for the same buyer could also use. The reader who is choosing between Reckon, Orb, Lago, OpenMeter, and Stripe Billing leaves this page knowing what Reckon does but not why this is the one they should commit to for the next three years.

The deepest failure is not a single sentence. It is that the page reads as if it were written after the product existed, not before the company understood the buyer. The features describe what the system supports. They do not describe what changes for the founder who installs it. “*Real-time analytics*” appears in every billing tool’s hero. The version that names which decision a founder makes on Tuesday afternoon with that analytics view does not exist on this page.

● **Yellow** *Competent. Not yet committed. Two specific edits move the page from yellow to green this week.*

The page, marked up

§ above the fold — reckon.deo

Modern billing for AI companies

Reckon is the billing infrastructure that scales with your AI business. From metered API access to subscription tiers, we handle the complexity so your team can focus on building.

Start free →



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Five marks. The page is mostly working; these are the moments where it loses its nerve.

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The ten dimensions

Each dimension graded red, yellow, or green. Reasoning below.

Hero clarity

● Yellow

Names the category in a sentence the seven competitors could also use. Category named, position not.

Problem articulation

● Yellow

Assumes the reader already feels the pain. Nothing on the page makes the founder nod and underline the sentence.

Value-prop specificity

● Red

“Modern billing infrastructure” is the phrase every billing tool uses. No number, no specific outcome, no named decision the buyer makes differently after installing.

Who-it's-for clarity

● Red

“AI companies” covers a two-person YC startup and Anthropic. They are not the same buyer. The page commits to neither.

Social-proof placement

● Yellow

A logo bar of unrecognized Series-A startups. It reads as the badge those startups received in exchange for early access, not as a buying signal.

Objection handling

● Yellow

No section addresses the two questions the buyer is mentally already asking — *why not Stripe Billing*, and *how much migration effort is this*.

CTA prominence

● Yellow

“Start free →” is two cliches stacked. Both are correct in isolation; together they signal hired-a-designer, not built-something-real.

Visual hierarchy

● Green

Type sizes, spacing, and rhythm are handled. The page reads as a single document, not five.

Mobile parity

● Green

Mobile renders cleanly. Tap targets correctly sized.

Comparison framing

● Red

No mention of the competitors who are also on the buyer's shortlist. The visitor leaves the page to figure out positioning.

Top 5 priority fixes

Ranked by impact-per-hour. If you only ship one this week, ship #1.

1

Drop “Modern.”

The word does no work the buyer wasn't already going to read into the rest of the page. Test it: read the hero aloud without “Modern.” Nothing is lost. The shorter version is the one to ship.

2

Name the buyer who is reading this.

“AI companies” covers a two-person YC startup and Anthropic. Those founders are not making the same decision. Pick the YC-stage founder with the first ten customers and no billing team. Rewrite the subhero around that person's actual Tuesday — the one where they are pulling all-nighters wiring up Stripe Checkout because nothing exists for usage-based pricing without a CFO behind it.

3

Replace “Real-time analytics” with the decision it enables.

Every billing tool says “real-time analytics.” The version a founder remembers names what they *do* with the view. “*See which customers are about to churn before your monthly review.*” That sentence is harder to write. It is also the difference between the page being read and the page being remembered.

4

Rewrite the CTA.

“Start free →” is two cliches stacked. “*Open the dashboard →*” is the version that pictures the next moment. Or drop the arrow entirely if you keep “Start free” — the verb has to earn it.

5

Delete the logo bar.

Eight Series-A startups no one's heard of doesn't build trust; it reads as the badge those startups received in exchange for a discount. Replace with one specific customer quote — name, role, one outcome small enough to be believable. *“Cut our billing rebuilds from three days to twenty minutes.”* The space below the fold is more valuable than the social proof a logo bar provides.

Read this with coffee. Decide on the hero by Friday. Everything else can wait.

— Stet · 27 May 2026