



Site Audit: oipinsurtech.com and boundai.ai

Prepared by One Roll Studios. May 2026.

8 Findings

Total across both sites

4 for OIP Insurtech

Structural and conversion
critique

4 for BoundAI

Technical clarity and trust gaps

What we see. What it costs. One concrete direction that fixes it. This is not the redesign. This is the read.



How We Audited

We approached the audit as a first-time visitor would. Landing cold. Scanning for relevance. Looking for proof. Deciding whether to commit to a next step. We did not run heatmaps or session recordings; those require access we do not yet have.

What follows is structural critique grounded in the actual copy, layout, and calls-to-action as they render on a desktop browser on the audit date.

What We See

The observable behavior on the live site, exactly as a cold visitor encounters it.

What It Costs

The specific conversion impact we would expect from the observed behavior.

One Direction

A concrete first move, not a complete redesign. Actionable and scoped.

The H1 Describes the Company, Not the Outcome

What We See

The homepage H1 reads: "All-in-One Partner for Comprehensive Insurance Operations Solutions." Nine words describing what OIP is, not what it enables. The actual value proposition ("eliminate your limiting factors") does not appear until two scrolls down.

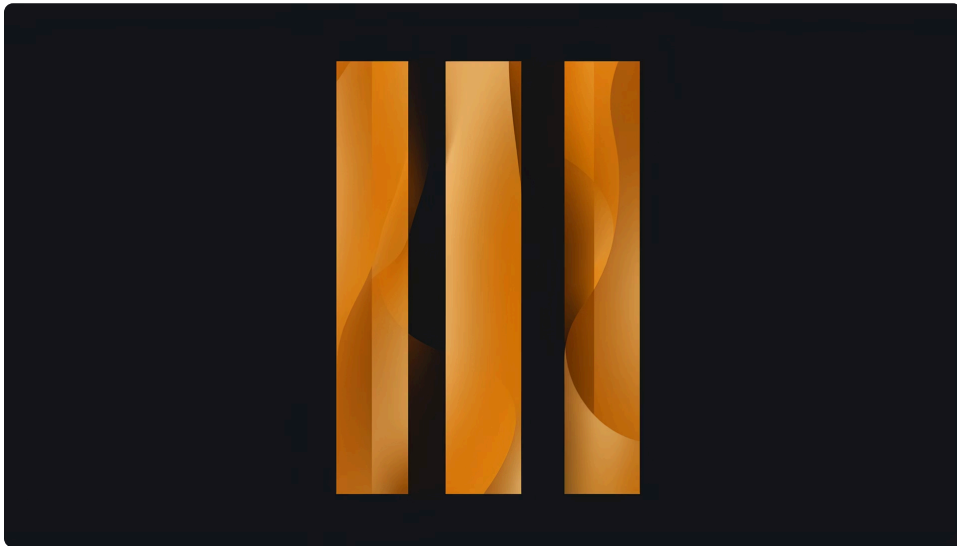
What It Costs

E&S operators scanning for help do not know whether OIP solves their capacity problem, their tech gap, or their process drag until paragraph three. A VP of Operations in a hurry will bounce before discovering the framing that actually resonates.

One Direction

Lead with the operational reality, not the category. "Underwriting and claims teams stretched thin. Trained operators and tech-enabled execution under one partner. Founded in 2012, over 100 clients across US, Canada, and the UK." That names what OIP actually delivers.

Three Service Pillars Competing for the Same Click



What We See

Three service cards in a row, all with identical "Learn more" buttons. No visual hierarchy. A fractional underwriting contract and a six-figure AI deployment are treated as equivalent browse actions. BoundAI gets the same visual weight as the cheapest service.

What It Costs

Visitors with a specific problem do not know which door to open. Decision paralysis instead of a clear path. BoundAI, likely the highest-value product, does not receive the conversion priority it deserves.

One Direction

Stratify each card's call-to-action by urgency and ticket size. BoundAI gets "Request a demo." Underwriting Support gets "See capacity options." InsurTech Services gets "Explore solutions." Different verbs, different commitment levels. Same hero, three distinct journeys.

The Statistics Section Shows Literal Zeros

What We See


Four stats under "14 Years of Excellence" all display as "0" on load. JavaScript animates them in, but if the script fails, is blocked, or simply has not fired yet, visitors see a company claiming zero clients and zero employees.

What It Costs

Social proof becomes social doubt. "Trusted by 120+ insurance companies" in one section, "0 Insurance Industry Clients" two sections down. Even if the animation works for 95% of visitors, the remaining 5% see a company that cannot count its own customers.

One Direction

Static text beats animated text when trust is on the line. Set default values in the HTML so the real numbers are visible before JavaScript loads, not after. The Insurity SI partnership, ISO 27001, and SOC II marks should sit in the same module, not buried lower on the page.

 If the animation fails for even 5% of visitors, a company claiming 120+ clients displays zero. That is not a minor bug. It is a trust failure at the moment of highest scrutiny.

Two Calls-to-Action, No Clear Priority

What We See

Top-right nav says "Let's Talk."
Hero says "Book a call." Both presumably route to the same form. "Learn More" appears 8+ times across service cards, testimonials, and content blocks throughout the page.

What It Costs

Action-button proliferation dilutes conversion intent. Visitors assume a hierarchy between "Let's Talk" and "Book a call" that does not exist, which slows decision-making. High-intent visitors hesitate because they are not sure which button is the correct one.

One Direction

One primary action, one verb, repeated everywhere. The navigation and the hero should be identical twins. Sub-pages can have product-specific secondary actions, but the homepage primary stays single and consistent across every entry point.

The Hero Nails the Problem but Buries the Product

What We See


"AI Agents Built for Specialty Lines" is a clear, specific H1. The pain statement is concrete: "Underwriters should not spend half their day moving data between platforms." But the actual product does not crystallize until after three scroll sections.

What It Costs

High-intent buyers searching for "policy validation AI" do not get a crisp product definition above the fold. For a cold visitor, they may bail before understanding BoundAI is a document intelligence and workflow orchestration platform.

One Direction

One sentence, above the fold: "BoundAI is a structured execution layer that connects submission intake, clearance, policy validation, and compliance into your existing environment with over 99% core field accuracy." The problem hooks them. The product qualifies them. The accuracy claim closes the trust gap.

 The 99% core field accuracy claim is the sharpest technical proof point on the site. It belongs above the fold, not buried in feature exposition.

"Production Ready. System Integrated." Is the Best Claim, and It Is Buried

Two-thirds down the page, BoundAI dismantles the buyer's biggest objection with specific, pointed language:

"BoundAI is not a demo environment. Not a siloed extraction engine. Not a proof of concept waiting to scale. No rip-and-replace. No parallel shadow tools. No duplicate data stores."

This is the strongest value claim on the entire site. It directly addresses the question every CFO and COO asks before approving a software budget.

What It Costs

"Is this another tool my team will not use?" is the first question, not the fifth. The site assumes visitors read 2,000+ words of feature exposition before they need reassurance. Most do not.

One Direction

Move "Production Ready. System Integrated." into the top three sections. Pair it with the Insurity SI partner badge and SOC II and ISO 27001 marks for an instant credibility row. Let the strongest objection-deflector do its job at the moment of highest doubt.

No Demo, No Trial, No Screenshot, No Video

What We See

The homepage is 100% text and static graphics. No product screenshot, no screen recording, no embedded demo, no interactive element showing the platform in action. The site asks prospects to "Book a Demo" but offers zero preview of what that demo will show.

What It Costs

Trust friction. B2B software buyers want proof before booking 45 minutes with sales. A 90-second screen recording showing a submission parsed, validated, and written to a policy administration system would do more credibility work than three paragraphs about "clause-level deviation detection."

One Direction

Embed one 60 to 90 second screen recording or animated workflow asset in the "Document Intelligence" or "Execution Layers" section. Real submission flowing through the system. Silent, annotated, fast. Let the product sell itself before the demo call. The asset doubles as sales-deck material.

The Blog Has No Customer Voices



Each finding moves a measurable thing: bounce rate on the hero, click-through on the service cards, time-to-action on the BoundAI page. None of them require new content. They require restructuring what is already there. This audit was produced as part of Sprint 0. Work shipped before the engagement began.

One Roll Studios.

What We See

Six recent posts, five authored by one person. Every post is thought leadership: "The Myth of End-to-End Automation," "The P&C Playbook Is Broken." Zero customer case studies. Zero "How Client X reduced policy review time by 80%" stories. Zero guest posts from carrier CTOs or MGA operators.

What It Costs

Thought leadership establishes category authority, but case studies close deals. A VP of Underwriting wants to see a peer at a comparable carrier saying "Here is what we deployed, here is what broke, here is what worked." The logo section tries to fill this gap, but logos without narratives are weak signal.

One Direction

One customer case study per quarter. Named operator, specific workflow, quantified outcomes. If NDAs prevent attribution, publish anonymized with vertical and volume context. Let customers do the selling.