Stop the Leak: Homepage Checklist

Who it's for: Any business sending traffic to a homepage
What you'll get: A quick cleanup that makes your site easier to trust and act on

1) The Goal

Make it obvious what you do, who it is for, and what to do next.

2) The Checklist

- Headline states the outcome, not your company story
- One primary CTA (book, call, request quote)
- Subheadline explains what you do in plain English
- Proof near the top (reviews, results, trust logos)
- Services described as outcomes (not buzzwords)
- A clear "who we help" line (industry or problem)
- Mobile view is clean and fast
- Every button works (test everything)
- You answer the top 3 objections (price, trust, timing)
- No dead zones: every section earns its keep

3) Quick Wins

- Replace "Welcome" copy with a result statement
- Add a 3-bullet "What you get" block
- Put one short testimonial above the fold

4) Common Mistakes

- Design that looks good but does not sell
- Multiple CTAs competing for attention
- No proof, then wondering why trust is low

5) Next Move

If you want a teardown that finds what is leaking revenue, we can do that in one pass.