

Homepage Checklist

A few simple ways to immediately improve your homepage.



1 Lead With What You Do

- Your headline says what you do, not who you are. *No "Welcome to our website" or founding-year openers.*
- It's clear what problem you solve and who you help. *A first-time visitor gets it in under 10 seconds.*

3 Build Trust First

- Social proof appears before you ask for anything. *Logos, testimonials, or a quick client win story.*
- You show how you've helped someone solve a real problem. *One simple sentence works — keep it specific.*

2 One Obvious Next Step

- There is one primary call-to-action on the page. *Schedule a call, get a quote, buy now — pick one.*
- The page isn't cluttered with competing buttons or copy. *No decision paralysis from information overload.*

4 Cut the Jargon

- You've read your homepage copy out loud. *Does it sound like something you'd say to a friend?*
- No buzzwords, industry-speak, or robotic phrasing. *Casual, welcoming, and human — like a good neighbor.*