



FIRSTCLICK FIX

THE DIY HOMEPAGE KIT

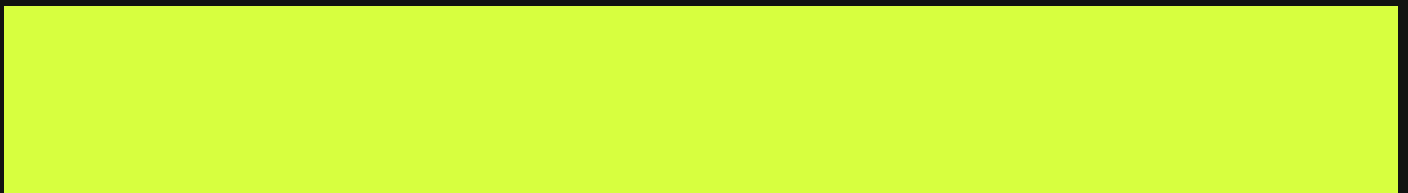
A practical workbook for making your first screen clearer, more credible, and easier to act on - without a redesign.

**USE IT IN 45
MINUTES**

Score the page, rewrite the hero, choose one primary action, and leave with a two-pass implementation plan.

INCLUDES

8-point scorecard / 5-second test / hero builder / CTA matcher / trust stack / objection map / mobile check / priority plan



START HERE

Do not redesign the page. Diagnose the next click.

Most homepage work fails because color, layout, and copy are changed at the same time. This kit forces a better sequence: identify the desired action, find the largest point of confusion, fix the first screen, then add proof.

THE RULE

One homepage. One audience. One primary action. If you cannot name those three things, the page is not ready for visual polish.

THE 45-MINUTE ROUTE

[] 5 min: write the audience and desired action

[] 5 min: run the 5-second test with a fresh person

[] 8 min: score the eight conversion questions

[] 10 min: rewrite headline, support line, and CTA

[] 7 min: select the proof that belongs beside the claim

[] 5 min: check the same first screen on mobile

[] 5 min: choose three quick wins and two deeper fixes

THE AUDIENCE THIS PAGE IS FOR

THE ONE ACTION THEY SHOULD TAKE

THE RESULT THEY WANT AFTER TAKING IT

The eight-question scorecard

Circle 0 when the answer is missing, 1 when it is present but weak, and 2 when it is clear and supported. Do not average away a zero in message clarity or primary action - fix those first.

QUESTION	WHAT GOOD LOOKS LIKE	0	1	2
Message clarity	A visitor can name the offer and audience without scrolling.	[]	[]	[]
Primary action	One next step is visually dominant and uses specific language.	[]	[]	[]
Trust	The strongest claim is supported by visible, relevant evidence.	[]	[]	[]
Mobile hierarchy	The offer and action survive a narrow first screen.	[]	[]	[]
Offer friction	Scope, timing, price or next-step expectations are explicit.	[]	[]	[]
Objections	The page answers the top reason a qualified buyer hesitates.	[]	[]	[]
Distraction	Navigation and secondary links do not compete with the goal.	[]	[]	[]
Contact path	The action works and the visitor knows what happens next.	[]	[]	[]

SCORE GUIDE

0-6: first screen rebuild. 7-11: clarify message and proof. 12-14: remove friction.
15-16: test a focused iteration.

THE LOWEST-SCORING QUESTION AND WHY IT MATTERS

READY TO FIX THE REST?

The full workbook continues with:

- Five-second test
- Hero builder
- CTA matcher
- Trust and objection maps
- Friction and mobile checks
- Two-pass priority plan

FULL 13-PAGE DIY HOMEPAGE KIT

\$29 / ONE TIME

GET THE FULL KIT

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