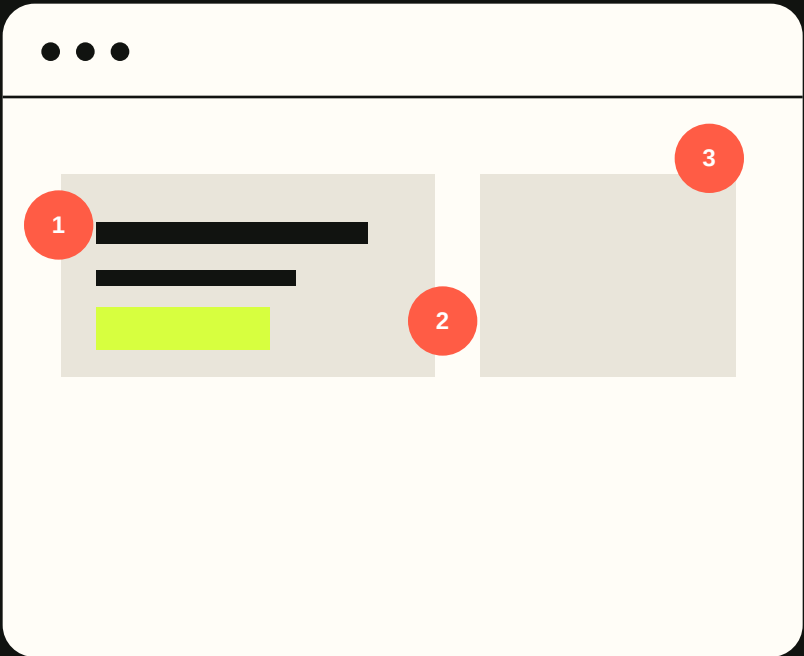


YOUR FIRST SCREEN, FIXED.

Sample audit for Northline Wash & Fold

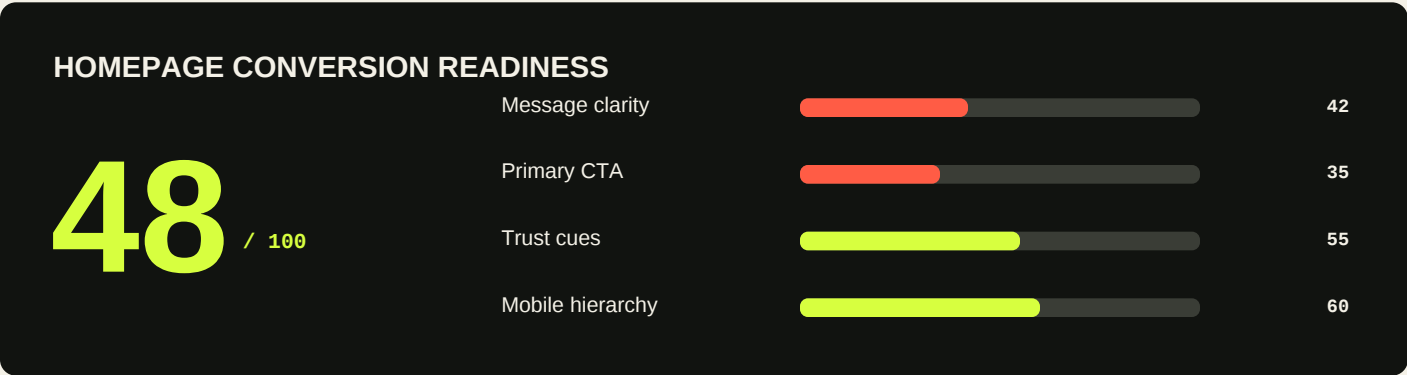
FICTIONAL BUSINESS / DEMONSTRATION ONLY



THE 30-SECOND DIAGNOSIS

THE OFFER IS REAL. THE FIRST SCREEN HIDES IT.

Northline offers same-day laundry pickup, but the homepage opens with generic language. Visitors must interpret it before learning the service area, turnaround, or next step.



WHAT TO CHANGE FIRST

- 1

Name the service and location

HIGH

Replace the generic promise with a plain-English headline that confirms what Northline does and where it operates.
- 2

Ask for the actual next step

HIGH

Change Learn more to Book a pickup and repeat that action at the end of each decision section.
- 3

Move proof above the fold

HIGH

Show turnaround time, area served, and one measurable trust cue before the first major scroll.
- 4

Explain price expectations

MEDIUM

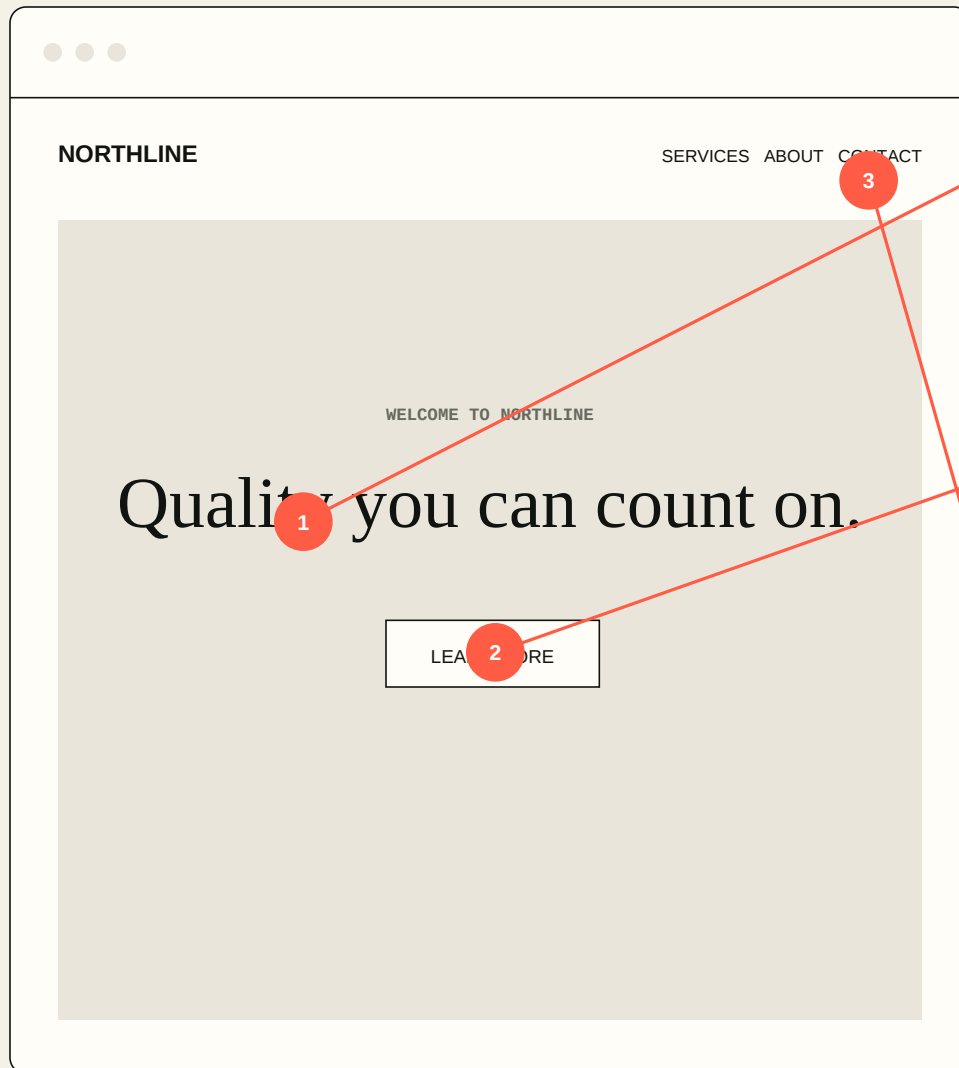
A simple priced-by-the-bag statement removes a major uncertainty before booking.

Best near-term opportunity

Make the top 600 pixels answer four questions: what is it, where is it, how fast is it, and what should I click?

FIRST-SCREEN REVIEW

WHERE MOMENTUM BREAKS

**Generic headline**

The promise does not identify the service, customer, location, or outcome.

Weak action

Learn more adds another step without telling the visitor what happens next.

Proof arrives late

Turnaround time and local coverage should be visible before scrolling.

FIRST-CLICK PRINCIPLE

Recognition before persuasion.

A first-time visitor must recognize the business, fit, and next step before any brand language can persuade them.

HERO SECTION REPLACEMENT

SAY THE USEFUL THING FIRST

RECOMMENDED HEADLINE

SAME-DAY WASH & FOLD PICKUP ACROSS NORTH VANCOUVER.

Book by 10am. We collect, clean, and return your laundry
before tomorrow - priced by the bag.

BOOK A PICKUP ->

WHY THIS WORKS

Specific

Names the service, turnaround, and exact operating area.

Low friction

Explains the booking threshold and pricing model without a wall of copy.

Actionable

The button states the real next step instead of asking for another browse.

OPTIONAL PROOF STRIP

Tomorrow-ready | Local pickup | No subscription

Use only claims the business can verify. Concrete operating facts are stronger than invented superlatives.

THE REMAINING ACTION LIST

NINE FIXES, IN ORDER

- | | |
|---|---|
| <div>4</div> <div>Price expectation</div> <div>HIGH</div> <div>Say priced by the bag near the first CTA. Uncertainty is currently deferred until late in the page.</div> | <div>9</div> <div>Objection handling</div> <div>MEDIUM</div> <div>Add a short FAQ for bag size, delicate items, missed pickup, allergies, and refund handling.</div> |
| <div>5</div> <div>Trust proof</div> <div>HIGH</div> <div>Replace vague quality language with one verifiable operating fact, review count, or repeat-customer signal.</div> | <div>10</div> <div>CTA repetition</div> <div>MEDIUM</div> <div>Repeat Book a pickup after benefits, proof, and FAQ instead of switching button labels.</div> |
| <div>6</div> <div>Mobile tap target</div> <div>MEDIUM</div> <div>Give the primary mobile CTA at least 44px height and keep it visually separate from navigation.</div> | <div>11</div> <div>Navigation noise</div> <div>LOW</div> <div>Remove low-value header links on mobile and keep the booking action visible.</div> |
| <div>7</div> <div>Service area</div> <div>MEDIUM</div> <div>Repeat North Vancouver in the first screen, title tag, contact section, and booking confirmation.</div> | <div>12</div> <div>Speed hygiene</div> <div>LOW</div> <div>Compress the hero image, define dimensions, and test the first screen on a typical mobile connection.</div> |
| <div>8</div> <div>Turnaround promise</div> <div>MEDIUM</div> <div>Explain the 10am cutoff and what happens on weekends before asking the visitor to book.</div> | |

Do not redesign yet.

Ship the message, CTA, proof, and expectation fixes first. Recheck behavior before spending on a full visual rebuild.

FROM AUDIT TO SHIPPED

FIX IT IN TWO PASSES

PASS 01

Today - 45 minutes

- 1 Replace the headline, supporting line, and primary CTA
- 2 Add service area and turnaround proof above the fold
- 3 Repeat the same CTA after the proof section
- 4 Check the first screen at 390px mobile width

PASS 02

This week - 2 to 3 hours

- 1 Add concise pricing expectations and five FAQs
- 2 Replace generic trust language with verifiable proof
- 3 Compress the hero image and retest mobile speed
- 4 Review bookings and questions after one week

THE SUCCESS CHECK

A first-time visitor can say what Northline does, where it operates, when it returns the laundry, and what to click - without scrolling.

Clearer homepage. Stronger next click.

This sample uses a fictional business and invented page content. Real audits evaluate the buyer's public homepage and provide site-specific evidence.

FIRSTCLICK FIX / 24-HOUR HOMEPAGE CONVERSION TEARDOWN