

LESSON SUMMARY

Clear Homepage on a Phone

Six short lessons for a solo service business. Rewrite the homepage so the offer and the next step are obvious on a phone. You do not have to rebuild the site to start.

1 Five seconds on a phone

A cold visitor must see what you do, who it is for, and the next step before they scroll. Test it on your own phone, from memory.

2 One offer

Say one main thing in the first screen. Other services can sit lower down, without their own button.

3 Who it is for

Name the situation in the visitor's words. Say who it is not for, in a sentence you would repeat on a call.

4 One next step

Email, book, call, or send a brief. Use the same label each time it appears. Retire Learn more as the main button.

5 Proof without fluff

One specific result, a named quote you have permission to use, or a number you can explain. Skip logos, fog, and invented scarcity.

6 Checklist and fixes

Tick the homepage checklist against the live page. Fix the offer first. A new site that repeats the same muddle is not a fix.

Fix gaps in this order

- 1 Offer.
- 2 Who it is for.
- 3 One next step.
- 4 One honest proof block.
- 5 Phone practicalities, once the words are clear.

Where to go next

Course: aivora.digital/courses/clear-homepage-on-a-phone

Checklist: aivora.digital/free/homepage-checklist

A build, if you want the studio to do it: aivora.digital/hire

A deeper companion guide may come later. This sheet is course material, not that guide.