

WORKSHEET

Offer and next step

Write this before you edit the live page. One offer, one person, one next step, one piece of proof. Use the phone you actually carry.

Five seconds

Open the homepage, look for five seconds, look away, then write what you remember.

What I do

Who it is for

The next step I remember

One offer

What the first screen says now

Include every service and every button you can see without scrolling.

The one thing a stranger should understand

I help [person] to [result].

Other offers I will move off the first screen

Who it is for

For, in their words

Not for, in one sentence I would say out loud

Not for, in one sentence I would say out loud

One next step

How the work actually starts

Email, book, call, or send a brief. Pick one.

Button label, four words or fewer

Where I will repeat that same label

Top, after the proof, and at the end.

One proof

What happened

For whom

How I know

Take off the page

- ☐ Extra offers sitting on the first screen
- ☐ Learn more as the main button
- ☐ A second next step competing with the first
- ☐ A claim I could not show evidence for this week
- ☐ Type I have to pinch before I can read it

Fix gaps in this order

- 1 Offer. If a stranger cannot say what you do, stop here.
- 2 Who it is for, including one honest limit.
- 3 One next step. Same words, and the tap does what it says.
- 4 One proof item you can stand behind.
- 5 Phone practicalities: readable type, a button a thumb can hit, a page that opens.

Run the checks on the live page: aivora.digital/free/homepage-checklist. If the words are right and the page still will not show them, a refresh may be the better path: aivora.digital/hire.