

FIX THE FIRST FIVE SECONDS

Homepage Hero Rewrite Worksheet

Most homepages fail before anyone scrolls. Use this to make the first screen say what you do, who it is for, where you work, why people trust you, and what to do next.

Clear beats clever

The first screen has a job, and that job is clarity.

Proof belongs early

Trust should show up before the buyer has to hunt.

CTA gets specific

The button should say what happens next.

Score the Current Hero

Look only at the first screen on a phone and desktop. Can a stranger understand it without scrolling?

- It says the service or category.
- It says the city, service area, or niche.
- It names the buyer or problem.
- It includes one trust proof.
- It has a specific CTA.
- The photo or visual is real and relevant.

Build the New First Screen

Use one plain headline, one useful subhead, one trust point, and one primary action.

HEADLINE

SUBHEAD

TRUST PROOF

PRIMARY CTA

SECONDARY CTA

IMAGE OR PROOF TO SHOW

Good vs Bad Test

Run your draft through this before you publish it.

BAD HERO	BETTER HERO
We provide quality solutions.	Kansas City bathroom remodels finished cleanly, clearly, and without the mystery timeline.
Welcome to our website.	Book a roof inspection before the next storm season.
Learn more.	Request an estimate.