# The 10-second homepage test

Hand your homepage to someone who doesn't know your business. If they can't answer five questions in ten seconds, neither can your next customer.

**How to run it.** Pick a neighbour, a friend's teenager, the person next to you at the cafe. Open your homepage on your phone, hand it over, and count to ten. Take it back. Ask the five questions below and write down what they say, word for word. Don't explain or defend. Score each answer 0, 1 or 2. Most visitors arrive from a Google search on a phone and scan the first screen before deciding to scroll or go back, so the first screen has to do all five jobs. If you can, test with two or three people: three people all missing "where" is a pattern.

## Scorecard

| # | Question | What they said (write it down) | Score |
|---|---|---|---|
| 1 | **What do you do?**<br>The service, in their words | | 0 1 2 |
| 2 | **Who is it for?**<br>Homeowners, businesses, kids, athletes | | 0 1 2 |
| 3 | **Where?**<br>Suburb, city, region, all of Australia | | 0 1 2 |
| 4 | **Why you and not the next result?**<br>One reason they can repeat | | 0 1 2 |
| 5 | **What do I do next?**<br>Call, book, get a quote | | 0 1 2 |
| | **Total out of 10** | | |

**SCORING**

2 = right, without hesitating. 1 = roughly right, or had to guess. 0 = wrong, or "I don't know".

**WHAT THE TOTAL MEANS**

9 to 10: clear, leave it alone. 6 to 8: rewrite the headline and first screen. 5 or less: the homepage is working against you; fix it before spending on ads.

## Fix it: headlines before and after

The headline is the biggest lever. Name the service, the place and, if it fits, the person it's for.

| Business | Before | After |
|---|---|---|
| **Plumber** | "Welcome to Harrison Plumbing. Quality workmanship you can trust." | **"Emergency and same-day plumbing, Joondalup to Yanchep."**<br>Under it: "Licensed, insured, upfront pricing. Call before 2 pm, we're there today."<br>Button: "Call 0400 000 000" |
| **Physio** | "Our mission is to help you move better and live your best life." | **"Physio for sports injuries and back pain, Subiaco."**<br>Under it: "No referral needed. Appointments within 48 hours, HICAPS on the spot."<br>Button: "Book online" |
| **Accountant** | "Professional accounting solutions for individuals and businesses." | **"Tax and bookkeeping for tradies and small business, Australia-wide."**<br>Under it: "Fixed monthly fee, Xero certified, same accountant every year."<br>Button: "Get a fixed quote" |

Notice what the "after" versions drop: welcome, quality, mission, solutions. Nobody searches for those words and nobody believes them. The rewrites say what, who, where and why in fewer words than the originals.

## Write yours

HEADLINE: [SERVICE] FOR [WHO], [WHERE]

LINE UNDER IT: ONE REASON YOU CAN PROVE

BUTTON TEXT (ONE ACTION)

## Before you publish

- The headline is readable on a phone without scrolling, not hidden under a full-screen photo or a moving slideshow.
- One button on the first screen, not four. Call or book; the rest goes in the menu.
- Re-run the test with a new person. Aim for 9 or more, then do the same for your top service page in January.

**Scored 5 or less?**
A homepage rewrite is part of every JOGO build and refresh. Book a chat and bring the scorecard.

**tidycal.com/ming/lets-jogo**