

AN EBOOK

# **The Homepage Message Check**

by Draftly editorial sample

FOR INDEPENDENT CONSULTANTS WHOSE WEBSITES ARE NOT  
PRODUCING ENQUIRIES

# The Ten-Second Test

Open your homepage in a private browser window. Look only at the first screen for ten seconds, then look away.

## Answer three questions

Who is this for? What problem does it solve? What should the visitor do next?

Write your answers without reopening the page. If one is vague, your visitor is probably working even harder.

## Score the screen

Give one point for a specific audience, one for a recognisable problem or outcome, and one for a visible next action. Fix the first missing element before changing colours or adding sections.

# Replace the Service List

Strategy, transformation, workshops, research, and advisory describe how a consultant works. They rarely explain why a buyer should care.

## Start with the client situation

Write down the moment that causes a good client to seek help. Perhaps a product has stalled or a leadership team cannot agree on priorities. Turn it into a sentence that makes the reader think, That is us.

## Connect it to an outcome

Explain what becomes possible after the work. Clearer product priorities is stronger than transformational excellence because the buyer can picture the result. Explain your services after the situation and outcome are clear.

# Add Proof Beside the Promise

A promise asks the visitor to imagine a result. Proof gives them a reason to believe you can help create it.

## Choose useful evidence

Use a client outcome you may share, an example of your thinking, a named framework, or a sample deliverable with confidential details removed.

Avoid unsupported superlatives and anonymous praise. Without client results, show the quality of your method instead of inventing authority.

## Place proof near the claim

Put evidence immediately after the promise it supports. The visitor should not have to assemble the argument for hiring you.

# Make the Next Step Feel Safe

Learn more gives no idea what will happen. Book a sales call can feel premature when trust is still forming.

## Name the action

Use a specific label: Request a twenty-minute fit call, Send me the brief, or See the diagnostic process. Add one sentence explaining the purpose and what happens next.

## Offer one primary path

Supporting links are useful, but one action should be visually dominant. Choose the smallest step that creates momentum for both sides. It may be a meeting, a brief, or another clear exchange of value.

# Run the Complete Message Check

Review the full homepage and score its argument rather than individual sentences.

## The five-point check

Audience: A good-fit buyer recognises themselves.

Problem: The page names a situation they care about.

Outcome: The reader can picture what improves.

Proof: Evidence sits close to the claim it supports.

Action: One safe, specific next step is easy to find.

## Your next step

Fix the first missing element. Then ask one ideal client to take the ten-second test.

What they remember tells you what the homepage currently communicates.