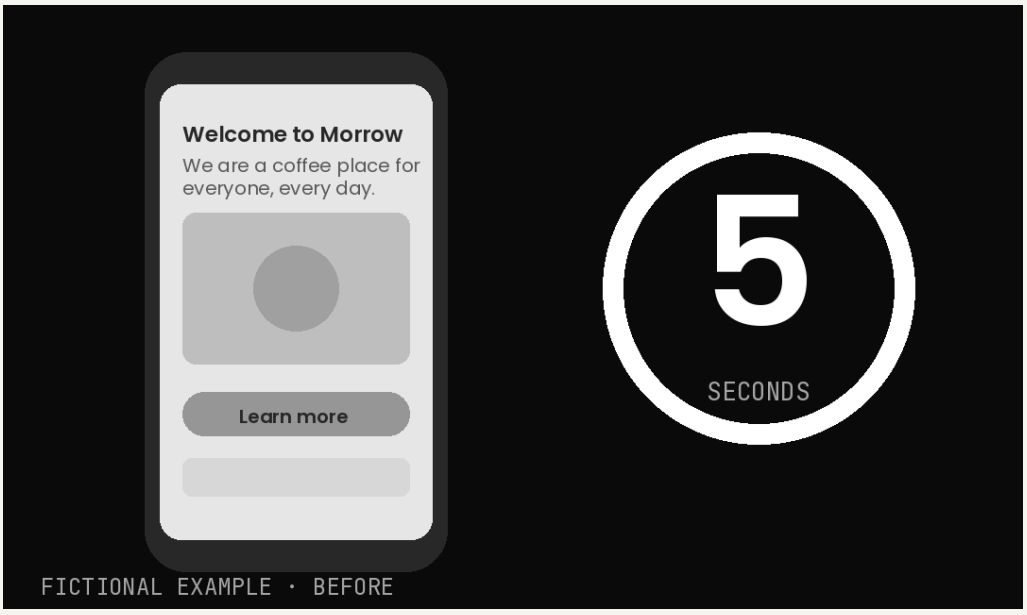
RUN THE TEST

The 5-Second Homepage Test.

One minute, one stranger, one answer.

1. Open your homepage on your phone.
2. Ask someone who has never seen it to look for 5 seconds.
3. Take the screen away.
4. Ask: "What do we sell? Who is it for? What would you click?"
5. Write down their words. If they hesitate, your first screen is asking too much.

Then score your own homepage on page 2. It takes about 10 minutes.



FICTIONAL EXAMPLE

THE 20-POINT SCORECARD

Score your homepage.

Give 1 point for each "yes". Our rule of thumb: 16–20 strong · 10–15 needs work · 0–9 start with page 3.

CLARITY

- [ ] The headline says what you sell, in 12 words or fewer.
- [ ] It says who it is for.
- [ ] The main image shows your product or service, not a generic scene.
- [ ] You can read the first screen on a phone without zooming.
- [ ] A stranger answered "what do we sell?" correctly.

TRUST

- [ ] Photos are yours, not a generic stock scene.
- [ ] Contact details are easy to find.
- [ ] There is a real example of your work or a customer quote.
- [ ] One font family, two weights.
- [ ] No typos or broken links on the first screen.

ACTION

- [ ] One main button.
- [ ] It says what happens next (a verb and an outcome).
- [ ] It is visible without scrolling.
- [ ] Contact or booking takes two taps or fewer.
- [ ] Forms ask only for what you need.

ON A PHONE

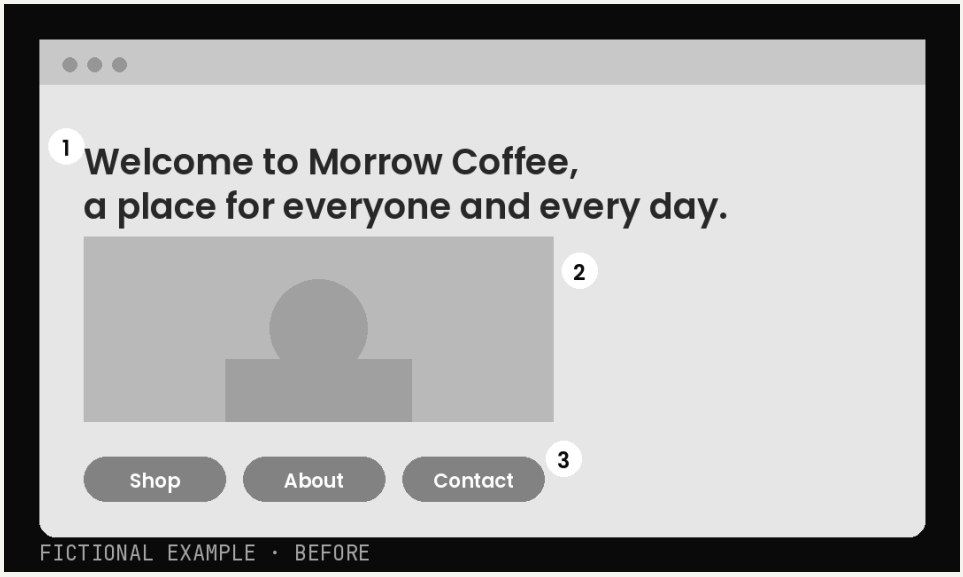
- [ ] Text is 16 px or larger.
- [ ] Buttons are at least 44 px tall.
- [ ] No sideways scrolling.
- [ ] The page opens in a few seconds on mobile data.
- [ ] No pop-up covers the first screen.

My score: _____ / 20

WHAT TO FIX FIRST

Fix the lowest group first.

- Clarity low? Rewrite the headline with the words your stranger used.
- Trust low? Replace stock photos with phone photos of your own work.
- Action low? Keep one main button and rewrite its words.
- Phone low? Fix text size and button size first.



FICTIONAL EXAMPLE

More guides, one fix at a time: veroxstudio.com/shop

Want us to fix your homepage for you?

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