Homepage Checklist

Everything service-based businesses need to grab attention, build trust, and get clicks!

1. Clear Headline

- [ ] Says exactly what you do
- [ ] Calls out who you serve
- [ ] Easy to understand at a glance

ex: “Modern Bookkeeping for Busy Tradespeople”

2. Supporting Subheadline

- [ ] Reinforces your value
- [ ] Explains how you help or what makes you different
- [ ] Speaks to pain points or goals

3. Primary Call-to-Action (CTA)

- [ ] Just one clear action (no overload)
- [ ] Action-oriented language (“Book a Free Call”)
- [ ] Visually stands out (button, contrast color)

METRIC
BRAND STUDIO

4. Visual Element

- [ ] Photo, video, or mockup that supports your message
- [ ] Feels on-brand and professional
- [ ] Builds trust (bonus if it shows you or your work)

5. Clean Navigation

- [ ] 3–5 essential links max in top nav bar
- [ ] Easy to read and scan
- [ ] Mobile-friendly and uncluttered