MODULE 6: A WEBSITE THAT BOOKS

Your eight-second review

Lesson: What a service website must do in eight seconds · about 15 minutes

Use these exercises to rewrite the top of your home page and test it.

Your business (name, service, main city):

1. Write down what the top of your home page currently says, word for word, including the button.

2. Write a new headline using the formula: who you serve plus the outcome they want.

3. Write a subheadline that says what you do and where, naming two or three places.

4. Choose one main button and one proof line. Explain why each is true and specific.

5. Name the five people who will take the eight-second test and record their answers to the four questions.

Check: can you now

- Identify the four questions a visitor needs answered at the top of a service website
- Write a headline, subheadline, button and proof line for your own home page
- Run an eight-second test with five people and act on the results

One change you will make this week