MODULE 6: A WEBSITE THAT BOOKS

Your home page audit and rewrite

Lesson: Module 6 workshop: audit and rewrite your home page · about 20 minutes

Complete each step for your own home page and keep the results for your 90-day review.

Your business (name, service, main city):

1. **Record your baseline: monthly visitors, monthly inquiries, inquiry rate and PageSpeed results on mobile.**

2. **Score your home page against the ten criteria and total it out of 20.**

3. **Write three headline options and the subheadline, button and proof line you choose.**

4. **Outline the sections below the hero in order, with the content of each.**

5. **List the speed, accessibility and compliance fixes you will make before publishing.**

6. **Set your launch date and your 90-day review date, and note which months you will compare.**

Check: can you now

- Record a baseline and score your home page against ten criteria
- Rewrite the hero and rebuild the sections below in a proven order
- Measure the change in inquiry rate after 90 days, allowing for seasonality

One change you will make this week