THE SELF-GUIDED HOMEPAGE AUDIT

ACTION CHECKLIST

You've read the audit - now it's time to act on it. Work through each section that follows in order, checking items off as you go. Your priorities and next steps live on the final page.

BY HIGHLINE HAUS

First Impression & Clarity

You have seconds before a visitor decides whether to keep scrolling or bounce - this section turns that snap judgment into a fixable, concrete list.

- [ ] Rewrite your hero headline so a first-time visitor understands what you do within 5 seconds, without reading further
- [ ] Check that your value proposition (not just your brand name) appears above the fold — visually, not just in copy
- [ ] Remove or simplify any hero text competing for attention (subheads, taglines, badges) so there's one clear message, not three
- [ ] Confirm the page's visual hierarchy leads the eye — headline first, then supporting detail, then the call to action

Navigation & Clear Next Step

Confused visitors don't convert - every page should make the "what do I do now" question answer itself.

- [ ] Confirm your main navigation has no more than 5–7 items — trim anything that isn't essential
- [ ] Ensure there's one clear, visually dominant call-to-action button per page
- [ ] Check that your CTA button text says what happens next ("Book a Call," "Get the Guide") rather than a vague "Learn More"
- [ ] Test that a first-time visitor could find your main offer within 2 clicks from the homepage

Visual & Brand Consistency

Inconsistency quietly erodes trust, even when a visitor can't name exactly why something feels "off."

- [ ] Confirm the same 2–3 brand colours are used consistently across the whole site, not just the homepage
- [ ] Check that fonts are consistent — no more than 2 typefaces in use site-wide
- [ ] Review image style (photography, illustration, icons) for a consistent look and quality level throughout
- [ ] Ensure spacing/padding feels consistent between sections

Copy & Messaging

What you say matters as much as how the site looks - unclear copy undoes good design.

- [ ] Rewrite any jargon or internal language into words your ideal client would actually use
- [ ] Confirm each section answers “what's in it for me” from the visitor's perspective
- [ ] Shorten any paragraph over 3–4 sentences — break up dense blocks of text
- [ ] Read your homepage copy out loud — flag any sentence that feels stiff or unnatural when spoken

Trust & Credibility Signals

Visitors are silently asking “can I trust this?” before they ever consider buying - this section makes the case for them.

- [ ] Add or update testimonials/reviews so they're visible without scrolling too far
- [ ] Include credibility markers — years in business, client numbers, press features, certifications — if you have them
- [ ] Ensure contact information or a real business presence is easy to find
- [ ] Check that any guarantees, policies, or FAQs addressing hesitation are clearly accessible

Mobile Experience

Most of your traffic is likely arriving on a phone - a desktop-only “good” site can still be a mobile-broken one.

- [ ] Test your homepage on an actual phone (not just resizing a browser window) and note anything cramped or broken
- [ ] Confirm buttons and links are large enough to tap easily without misclicking
- [ ] Check that text is readable on mobile without needing to zoom in
- [ ] Ensure mobile load order still puts your key message and CTA near the top

SEO Basics

A beautiful site nobody finds still isn't working for you - these are the fundamentals search engines look for.

- [ ] Confirm your homepage has a clear, keyword-relevant page title and meta description
- [ ] Check that image alt text is filled in, especially for key visuals
- [ ] Ensure heading structure follows a logical order (one H1, then H2s/H3s beneath it)
- [ ] Verify your site is indexed and appears in a basic Google search of your business name

Page Load Speed

Every extra second of load time is a chance for a visitor to leave before they've even seen your site.

- [ ] Run your homepage through a free speed test tool and note your score
- [ ] Compress or resize any oversized images slowing the page down
- [ ] Remove unused apps, plugins, or embeds that add load weight without adding value
- [ ] Re-test after fixes to confirm load time actually improved

Results & Action Plan

- [ ] Your top 3 priorities: list the 3 items above that will move the needle most, based on your audit results
- [ ] This week: pick 1 item to action in the next 7 days
- [ ] This month: set a target date to have all “priority 3” items complete
- [ ] Revisit this checklist in 30 days and re-check what's now resolved

Ready for support putting this into action?

We're here if you'd like a hand along the way.