



# Homepage Clarity Audit

A transparent sample using HomepageMend's own pre-launch homepage  
- not a fictional client, paid endorsement, testimonial, or results claim.

## Why a self-audit?

A new business has no legitimate client proof yet. This sample shows the real method and names the page's actual launch blocker instead of inventing social proof.

### REVIEWED PAGE

HomepageMend local pre-launch homepage

### PREPARED

21 June 2026

### STATED AUDIENCE

Independent service businesses

### STATED OFFER

48-hour homepage clarity audit

## Executive read

The first screen identifies a service-business audience, names the deliverable, states a two-business-day delivery period, and presents a \$49 request path. Its strongest differentiator is restraint: the page rejects generic technical scores and unsupported conversion promises.

The largest current friction is operational, not copy. The legal seller details, public URL, and payment path remain intentionally inactive until truthful verification is complete. Publishing before those elements are ready would create a trust problem the copy cannot solve.



## Replacement first screen

### SELECTED DIRECTION

## Your homepage should make choosing you feel obvious.

Get a focused, human-reviewed clarity audit with replacement first-screen copy and a prioritized fix list - delivered in two business days.

Primary action: Request your audit - \$49

### Why this direction

It names the visitor's desired state - an easier buying decision - then immediately narrows the product, output, and delivery time. "Human-reviewed" explains how AI assistance is controlled without pretending the work is entirely manual.

## Priority fixes

### CRITICAL

#### Finish the real sales path before publication

The pre-launch page cannot responsibly accept payment while verified identity, legal seller details, and processor configuration are missing. Complete verification, insert truthful public fields, create the \$49 checkout, and test the complete path before claiming launch.

### HIGH

#### Use process evidence instead of invented proof

A new brand has no legitimate testimonials or results. Publish this self-audit as evidence of the method. Request feedback only from completed customers and publish it only with permission.

### HIGH

#### Make the output tangible

"Clarity" can feel subjective. Show the exact audit structure, selected rewrite, ranked observations, and seven-day plan so a buyer can judge usefulness before ordering.

### USEFUL

#### Keep one truthful price during validation

The introductory price is clear. Avoid introducing a future standard price until real delivery-time and demand evidence justify a change.



## Clarity review

### Audience and problem

The page identifies consultants and independent service businesses, then frames homepage uncertainty as a buying-decision problem.

### Offer and outcome

The product, price, core outputs, and delivery period are visible. No revenue or ranking outcome is guaranteed.

### Differentiation and proof

Human review and practical replacement copy differentiate the offer. Legitimate customer proof does not yet exist.

### Action and friction

The request form now prepares an email to the owned inbox. Payment and public legal identity still block launch.

### Information order

Promise, service facts, deliverables, process, fit, request, and FAQs follow a coherent decision sequence.

### Mobile first impression

Browser testing at 390 px found no horizontal overflow. The action and scorecard remain legible without interaction.

## Seven-day action plan

1. Complete the human-only Stripe legal identity and payout checkpoints.
2. Replace every public legal placeholder and run the production launch validator.
3. Register the domain only after first-year and renewal costs are recorded.
4. Publish the static site, then test one inquiry and checkout path end to end.
5. Release the three prepared organic posts and record qualified visits and inquiries.

### Limits

This is a focused opinion-based review, not legal, accessibility, SEO, or financial advice. It does not guarantee traffic, rankings, conversions, sales, revenue, or profit. Recommendations should be validated with real customer behavior where possible.