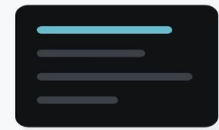
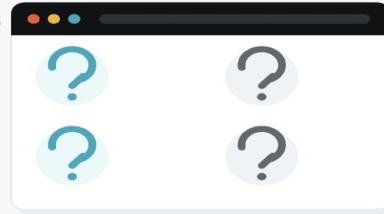


The Homepage Conversion Audit

A thirty-second stranger test and five checkpoints for finding the one thing on your homepage most worth fixing first.



Why this exists

Every other piece of marketing you do ends up in the same place: your homepage. Ads, posts, emails, referrals, a card handed over at an event — all of it sends people to a page that has a few seconds to answer their questions. If it cannot, it does not matter how good the thing that sent them there was. This audit checks the destination before you spend more on the journey.

WHAT IT IS

A four-question test anyone can run in thirty seconds, then a check of the five elements a homepage needs to turn a visitor into a next step.

HOW WE USE IT AT BAP

We run it on every client site before we touch ads or content. It regularly turns out that the fastest way to more leads is fixing what people see when they arrive, not sending more of them.

WHY A STRANGER

You cannot run this test on your own site. You already know the answers, so your brain fills in whatever the page leaves out. A stranger's confusion is the real data.

What this audit gives you

1

A stranger's view

What your site actually communicates, as opposed to what you meant it to.

2

Five clear checkpoints

A short list of what has to be there, so you are not redesigning on a hunch.

3

One priority

Not a redesign brief. The single gap that is costing you the most, to fix first.

What a homepage is actually for

Not everything. That is usually the first problem.

IT IS NOT A BROCHURE

Visitors do not read homepages, they scan them for an answer. Every paragraph you add makes the answer harder to find.

IT IS NOT AN ARCHIVE

Every service, every award, every team member. Those have pages of their own. The homepage has one job and it is not a list.

IT IS A DECISION POINT

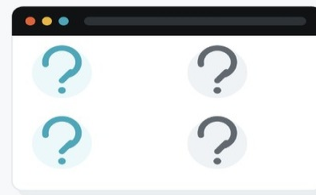
Is this for me, do I trust them, what do I do next. If those three are answered fast, the page is working.

ON THE NEXT PAGES

Page 2 is the thirty-second stranger test and how to run it properly. Page 3 explains the five elements every homepage needs and what each one is doing. Page 4 is the audit sheet and your one-priority action plan.

The 30-second test

Four questions. Somebody who has never seen your site gets thirty seconds, then answers them without scrolling back.



01

What do they do?

Can a stranger say it in one sentence?

WHAT IT IS TESTING

The most basic question and the one most often failed. Clever headlines, taglines and brand statements regularly leave visitors unsure whether you sell a service, a product or an idea.

Fails when: they answer with your tagline, or with “something to do with...”

02

Who is this for?

Can they tell whether it is for someone like them?

WHAT IT IS TESTING

People are scanning for themselves. If the page speaks to everyone, nobody feels addressed — and a visitor who cannot see themselves on the page leaves to find one where they can.

Fails when: the answer is “businesses,” or they genuinely cannot say.

03

What problem do they solve?

Can they name the problem, in plain words?

WHAT IT IS TESTING

Visitors arrive with a problem, not a shopping list. A page that leads with services instead of the problem they fix makes the visitor do the translation — and most will not bother.

Fails when: they list your services back to you.

04

What is the next step?

Do they know exactly what to click?

WHAT IT IS TESTING

The step people most often miss when building a page, because the owner already knows where the contact form is. One obvious action beats five competing ones.

Fails when: they hesitate, or name two different things.

HOW TO RUN IT PROPERLY

- ☐ Pick someone outside your business and ideally outside your industry. Friends of friends are perfect.
- ☐ Show them the homepage on a phone, not a desktop. That is how most of your visitors will see it.
- ☐ Give them thirty seconds, then take the phone away. Do not let them scroll back to check.
- ☐ Ask the four questions and write down their exact words, including the hesitations.
- ☐ Do it with three people. One confused person is an opinion; three is a pattern.

DO NOT EXPLAIN, DO NOT DEFEND

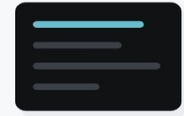
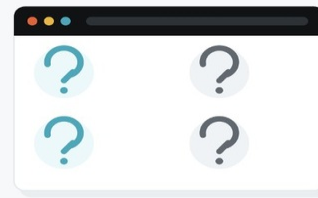
The moment you say “well, what we mean is...” the test is over. Your visitors do not get that explanation, so the person testing it should not either.

THEIR WORDS ARE THE FIX

When a tester describes what you do in their own words and gets it right, write that down. It is frequently a better headline than the one on the page.

The five elements, and what each one is doing

A homepage that passes the stranger test almost always has these five. Each one answers a specific question in the visitor's head.



01

Clear headline

"We help [who] get [result] with [service]."

WHAT IT IS DOING

Answers "what is this?" in the first second. This is your one-liner doing its job — if you built one from the Email 7 guide, it goes here.

Weak version: a slogan that sounds good and explains nothing.

02

Subheadline

One or two sentences naming the problem and your solution.

WHAT IT IS DOING

The headline earns the glance; the subheadline earns the scroll. It is where the visitor confirms they are in the right place.

Weak version: a second, vaguer headline.

03

Call to action above the fold

A clear action — "Book a Free Consultation," "Get a Quote."

WHAT IT IS DOING

Some visitors decide in five seconds. If the button is below the fold, those people have to go looking for it, and a few of them will not.

Weak version: "Learn more," which is not a decision.

04

Proof section

Testimonials, reviews, recognisable logos, before-and-after results.

WHAT IT IS DOING

Answers "will this work for someone like me?" — the question your own claims can never answer. Real client words do what your copy cannot.

Weak version: a testimonials page linked from the menu.

05

Simple how-it-works

Three steps: "1) Schedule, 2) We build your plan, 3) You get [outcome]."

WHAT IT IS DOING

Removes the fear of the unknown. Most hesitation is not about price; it is about not knowing what happens after you click.

Weak version: no process shown at all, or eight steps.

THE ORDER MATTERS AS MUCH AS THE ELEMENTS

Headline, then subheadline, then the button, then proof, then process. That order mirrors the questions a visitor asks: what is this, is it for me, what do I do, can I trust you, what happens next. A page with all five elements in a different order still makes the visitor work harder than they should.

MOBILE FIRST, ALWAYS

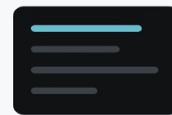
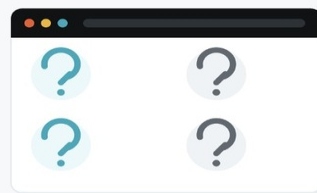
Check every element on a phone before a desktop. "Above the fold" on a laptop is often three screens down on a phone, which is where most of your visitors actually are.

CUT BEFORE YOU ADD

Most homepages fail this audit because of what is in the way, not what is missing. Removing a slider, a second menu or a wall of services often does more than any new section.

Audit your homepage, then fix one thing

Tick what is genuinely there today, not what is planned.
Then pick the single highest-priority gap.



		THERE	MISSING
01	Stranger test · What you do They could say it in one sentence.	☐	☐
02	Stranger test · Who it is for They could say who it is for.	☐	☐
03	Stranger test · The problem They could name the problem in plain words.	☐	☐
04	Stranger test · The next step They knew exactly what to click.	☐	☐
05	Clear headline Says who, what result, and what service.	☐	☐
06	Subheadline Names the problem and your solution in a sentence or two.	☐	☐
07	Call to action above the fold Visible without scrolling, on a phone.	☐	☐
08	Proof on the homepage Real client words or results, on this page.	☐	☐
09	Simple how-it-works Three steps, so the visitor knows what happens next.	☐	☐

OUR SINGLE HIGHEST-PRIORITY GAP

WHAT WE WILL CHANGE, AND BY WHEN

YOUR NEXT MOVE

Run the stranger test with three people this week, fill in this page, and fix the one gap that came up most. Do not redesign everything at once — one change, then re-run the test, tells you what actually moved. If you want a full audit and rebuild handled for you, that is work we do. www.bap.digital