

FREE CHECKLIST · COPYFIXAGENCY.COM

The 5-Second Website Clarity Test

10 Questions That Reveal Exactly Why

Your Website Isn't Converting

5

SECOND

Your Copy Should Be Winning You Clients.

If It Isn't — We Fix That. | afeez@copyfixagency.com

Does Your Website Pass The 5-Second Test?

A first-time visitor gives your website exactly 5 seconds before they decide to stay or leave. In those 5 seconds, they need to answer 3 things:

1. What does this business do?
2. Is this for me?
3. Why should I trust them?

If your homepage copy doesn't answer all three immediately — you're losing customers before they ever read your full page.

This checklist gives you 10 diagnostic questions to run on your website right now. Be honest. Each 'No' is revenue you're leaving on the table.

HOW TO USE THIS CHECKLIST

Open your website homepage in a browser. Read each question below. Answer Yes or No honestly. A visitor you've never met should be able to confirm each 'Yes' within 5 seconds of landing on your page — without scrolling. Score yourself at the end and see where you stand.

SCORE KEY: 9-10 Yes = Strong | 6-8 Yes = Needs Work | Under 6 = Urgent Fix Needed

The Checklist

QUESTIONS 1 — 5 · CLARITY & HEADLINE

01 Can a stranger tell what you do in under 5 seconds?

Read your headline out loud. Could someone with zero knowledge of your business understand it immediately? If it sounds like a tagline instead of an explanation — it's failing.

02 Does your headline name a specific outcome, not just what you do?

"We write website copy" is what you do. "We write copy that converts first-time visitors into paying clients" is an outcome. Outcomes sell. Activities don't.

03 Is it clear who your ideal customer is within the first scroll?

Your visitor needs to self-identify immediately. If your copy could apply to anyone, it will resonate with no one. Name your audience specifically.

04 Is there one dominant CTA visible without scrolling?

Your hero section should have one primary call to action. Not three buttons. Not a menu. One clear next step that tells the visitor exactly what to do.

05 Does your subheadline add new information — not repeat the headline?

Many businesses write a headline and then repeat the same idea in the subheadline with different words. The subheadline should deepen the hook, not echo it.

The Checklist

QUESTIONS 6 — 10 · TRUST, PROOF & FRICTION

06 Is there visible social proof above the fold or in the first scroll?

Logos, testimonials, client names, or review counts — something that tells a new visitor that other real people have trusted you. Self-reported stats ("100+ clients") don't count unless backed by names.

07 Does your copy speak to the customer's problem — not your company?

Count the number of times your homepage says "we" vs "you." If "we" wins, your copy is self-focused. Customers care about their problem, not your story. Lead with their pain.

08 Is there a clear explanation of what happens after they click your CTA?

Uncertainty kills conversions. If clicking "Book a Consultation" doesn't tell people what they'll get (a 30-min call, a form, a response within 24 hours), they hesitate. Reduce that uncertainty.

09 Is your contact information easy to find without searching?

A professional email, WhatsApp link, or phone number visible in the header or top of page removes friction for high-intent visitors. If they can't quickly reach you, they find someone they can.

10 Does the page load fast and look professional on mobile?

Over 60% of website visits now happen on mobile. If your site loads slowly, breaks on small screens, or looks unpolished on a phone — you're losing the majority of your visitors before they read a word.

Your Score — What It Means

9 – 10 YES

Strong Foundation

Your homepage is doing most things right. The gaps are refinements — tightening specific sections, adding sharper proof, or testing a stronger headline variation. Consider a Revenue Audit to find the remaining 10% holding you back.

6 – 8 YES

Needs Strategic Work

You have the right instincts but there are clear gaps costing you conversions. Visitors are likely landing and leaving without fully understanding your offer or trusting you enough to act. Prioritise the questions you answered No to — start with clarity and social proof.

Under 6 YES

Urgent Fix Needed

Your homepage is actively working against you. Every day it stays as-is, you're losing leads to competitors with clearer, more convincing messaging. This is fixable — but it needs strategic attention, not just tweaks. A full website copy rewrite is likely the fastest path to results.

Want Us to Fix What This Checklist Found?

Book a free consultation or start with a Revenue Audit.

We'll tell you exactly what to fix and in what order.

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