FREE WORKSHEET FROM ZOSSOZ

The Five-Second Homepage Check

What a stranger has to see on your first screen: what you do, where you are, and what to tap

For Every owner

Takes 10 minutes

ZOSSOZ

zossoz.com/free

A first-time visitor doesn't read. They glance, decide whether they're in the right place, and look for the next step. If your first screen gives them nothing to hold, they move on. This sheet tests yours with a neighbor and a phone, then helps you fix whatever the neighbor couldn't answer.

The test (5 minutes)

1. Open your homepage on your phone. No homepage yet? Use your Google profile or Instagram, whichever people see first.
2. Hand the phone to someone who has never seen it: a neighbor, the person at the next counter, a cousin who has never been in.
3. Count to five out loud. Then take the phone back.
4. Ask the three questions below. Write down their words, not yours.

What do they do here?

_____

Where is it?

_____

What would you tap first?

_____

A pause or a wrong answer on any of the three is your fix. Try it on two or three people. If two of them stumble in the same place, start there.

Fix what stumbled

"What do they do here?"

Your headline is the big line at the top. Make it:

- **Plain.** It says what you do. "Cuban coffee and pastelitos on Calle Ocho" tells people more than "Welcome".
- **Located.** It says where, if where matters to your customers.
- **Short.** Ten words or fewer, so it fits on two lines of a phone.
- **True.** Skip "the best in Miami" unless you can prove it.
- **Yours.** Read it out loud. Would you say it to a customer?

Made-up examples:

Kind	Headline
Cafe	Colada at the window, since morning

Kind	Headline
Barber	Sharp fades and clean beards in Wynwood
Trade	Air conditioning repair across Miami-Dade
Shop	Plants, pots and gifts on the corner
Professional	Bookkeeping for small businesses in Coral Gables

Write three versions of yours, then pick the one you'd say at the counter.

1. _____
2. _____
3. _____

"Where is it?"

Put your neighborhood or town and today's hours where the eye lands first, not three screens down. Something like "Calle Ocho, open until 8 tonight" does the job.

"What would you tap first?"

Give the first screen one main button, named for the action. Not three buttons of equal size.

Kind	A good main button
Restaurant, cafe, bakery	See the menu, or Order
Salon, barber, nail or lash	Book
Trades	Request a quote
Shop	Get directions, or Text us
Professional services	Send a message, or Request a consult

> **WATCH OUT**
> A common miss: the name is big, the photo is pretty, and nothing says what you do or what to tap. One plain sentence under your name fixes a lot of it. A new logo or color doesn't answer those questions.

Next

1. Change the one line that stumbled. Then run the test again on someone new, because anyone who has seen it before can't be a stranger twice.
2. Check that your Google profile and Instagram bio say the same thing about what you do.
3. No homepage to test yet? We can make you a free mock-up to run this check on.

Want to see your own homepage?

Send us your business name and your Google Maps link. We'll mock up your homepage, free, within 2 to 3 business days. Nothing to sign, and no obligation.

zossoz.com/mockup

Already have a website? Ask for the free teardown: a person reads your site and sends you a short list of what to fix first, at zossoz.com/websites#teardown. More free guides are at zossoz.com/free.

Websites your customers can *actually* use.

iPhone and iPad apps that keep the work moving.

ZOSSOZ

Zossoz · Miami
800 NE 195th St, Unit 704, Miami, FL 33179
hello@zossoz.com · zossoz.com