Give your homepage a clear job.

Start with the visitor, the offer, the proof and one useful next step. Then choose the words and layout.

Fictional example: a mobile bike-repair business

Bike repairs at your door.

Mobile repairs for home and work. Check whether your postcode is covered.

Check availability

Example button label

Four decisions behind that first screen

Who it serves	People who need a repair at home or work, within a defined service area.
What it offers	Mobile bike repairs. List the repairs offered further down the page.
Why to trust it	Use genuine repair photos, actual qualifications and real customer reviews where available.
What to do next	Check coverage or send a repair enquiry through a working destination.

Do not invent proof or fixed prices. If a quote varies, explain what affects it. This example describes a fictional business, not a customer or a measured result.

Write the first screen before the layout.

Print this page, or answer these questions in your notes. Keep each answer specific enough that someone else could build from it.

1 Who is this for?

Name the customer and the place or situation you serve.

2 What can they get from you?

Describe the service in everyday words.

3 What proof can you honestly show?

Use existing work, genuine reviews or relevant qualifications.

4 What should they do next?

Choose one action and name its real destination.

5 What will your headline say?

Say what you offer and why the visitor should keep reading.

6 What does the visitor need to know next?

Write one supporting line and a short button label.

Check the page people will use.

Open the published URL on a phone. Test the full journey, including the destination after the click.

Make the offer clear

- [ ] **A visitor can tell what you do.**
  The opening words name the service, not just a slogan.
- [ ] **The service area is easy to find.**
  Make coverage or location limits clear before the enquiry.
- [ ] **Claims have real support.**
  Replace sample text, stock reviews and invented numbers.

Make the next step work

- [ ] **The main button has a real destination.**
  Check the booking page, email link or enquiry form.
- [ ] **An enquiry reaches the right place.**
  Submit one test you control and confirm what arrives.
- [ ] **The confirmation explains what happens next.**
  State the next step without promising an unverified response time.

Make it usable on a phone

- [ ] **Words and buttons fit the screen.**
  Check wrapping, readable text and room to tap.
- [ ] **Photos support the offer.**
  Use clear, relevant images you have the right to publish.
- [ ] **The important details are current.**
  Check your contact method, hours, services and pricing approach.

Turn your answers into a website outline.

The free brief tool needs no account or email.

unshift.ai/tools/website-brief

unshift.ai/templates