LoftyBiz Page Clarity Checklist

Test the first five seconds, say what the customer gets, give every page one clear next step, and shorten the checkout.

Example figures. General education, not financial, legal or tax advice. Results vary. These are examples, not promises.

1. Five-second test

Show your homepage to three people who don't know your business, for five seconds each. Then close it and ask three questions. Write their answers, not yours.

Person	What does this business do?	Who is it for?	What should you do next?
1			
2			
3			

If people cannot answer all three, rewrite the top of the page before you add more traffic.

2. Rewrite the top of the page

The headline should say what the customer gets, not a welcome to your business. Add one short line about what happens next.

	Current wording	New wording (what the customer gets)
Headline		
One short line under it		

3. Count "we" and "you"

Go through each important page. Count how often it says "we" and how often it says "you". Rewrite pages that are mostly "we" around the customer's problem, what happens first and what changes after a few weeks.

Page	"We" count	"You" count	Rewrite needed?
Homepage			
Main service or product page			
About page			
A recent blog post			
Checkout or booking page			

4. One clear button on each page

Each page and blog post should have one main button. Extra buttons (follow us, read more, share) can sit quietly, or go.

Page	How many buttons now?	The one main button will say	Done?
Homepage			
Main service or product page			
A recent blog post			
Contact or booking page			

5. Cut the form

List every field on your booking or enquiry form. Keep only what you need before the first conversation. Everything else can wait.

Field on the form today	Need it before the first conversation? (yes/no)	Keep, cut, or move later?

6. Shorten the checkout

If you sell online, try buying from your own shop on your phone. Count every step. Watch a few people try, without helping them, and write down where they hesitate.

Check	Now	After the change
Number of checkout screens		
Must people create an account before they can buy?		
Where is the full price (including delivery) first shown?		
How many delivery options?		
Doubts answered beside the pay button? (delivery time, returns, a photo of the packed parcel)		
Does the checkout work well on a phone?		

7. This week's homework

Task	Done?
Show your homepage to three people for five seconds each	
Ask what you do, who it is for and what to do next	
Pick one page and give it a single main button	
If you sell online, try buying from your own shop on your phone and count every step	
Keep the checklist and what you learn in Systex	

Worked example (illustrative only): Anahera, physiotherapy clinic, Rotorua. A first session costs about $70. About 400 people visited each month and fewer than ten booked. After a five-second test, a customer-first headline, pages written around "you" not "we", one main button per page and a form cut from twelve fields to four, bookings rose from under ten to around thirty a month, with visits still about 400.
Worked example (illustrative only): Bakhyt, handmade felt slippers and wool blankets, Shymkent. An average order was about $45. About seven out of ten people left before paying. After watching five friends try to buy, removing the account step, showing delivery of about $8 early, answering doubts beside the pay button and keeping two delivery options, the share of people leaving at checkout fell from about seven in ten to around four in ten.

Keep the checklist, the page list and the booking or checkout counts in Systex so you can see which pages convert and which ones leak. Systex is our own product — loftybiz.net

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