

PFWS WEBSITE FOUNDATION Checklist

Clarity	<input type="checkbox"/> Check Homepage Headline	NOTES
	<input type="checkbox"/> Run the 5-second test	Focus on clarity first - when people (and AI) instantly understand what you do and what to do next, everything else works better.
	<input type="checkbox"/> Choose one primary CTA	
	<input type="checkbox"/> Put essentials above the fold	
	<input type="checkbox"/> Check on mobile	

Proof	<input type="checkbox"/> Add 1 - 2 real review snippets	NOTES
	<input type="checkbox"/> Swap vague claims for specifics	Users trust specifics and evidence. Put real proof right where you're asking them to take action.
	<input type="checkbox"/> Add one visual proof item	

Human Touch	<input type="checkbox"/> Add one real photo	NOTES
	<input type="checkbox"/> Create a "meet the team" section	People trust people. Show the humans behind your business and make it easy to reach you.
	<input type="checkbox"/> Explain your "why"	
	<input type="checkbox"/> Make contact info feel personal	

Transparency	<input type="checkbox"/> Add 3-step "What to expect" section	NOTES
	<input type="checkbox"/> Add pricing context	Transparency reduces hesitation. When people know what to expect (and roughly what it costs), they're far more likely to take the next step.
	<input type="checkbox"/> List service area, hours, and typical response time	
	<input type="checkbox"/> Add an "awkward questions" FAQ	

Ease of Use	<input type="checkbox"/> Repeat CTA in header, hero and footer	NOTES
	<input type="checkbox"/> Shorten your form fields	Make the next step effortless. When it's easy to act and people know what happens next, conversions go up.
	<input type="checkbox"/> Add confirmation message with expectations	
	<input type="checkbox"/> Check CTA on mobile	