High-Converting Homepage Framework

■ HERO SECTION FORMULA

HEADLINE: [Specific Result] for [Specific Audience] without [Main Objection]
SUBHEADLINE: [How you do it] so you can [desired outcome]
3 BULLETS: ✓ [Benefit 1] • ✓ [Benefit 2] • ✓ [Benefit 3]
CTA: [Action] + [What Happens Next]

■ Generic	■ Specific
Transform Business	Get 20+ Leads/Month
Expert Solutions	Website Ready in 7 Days
Contact Us	Get Free Audit

Complete Example:

H: Get Website That Brings Clients—Without ■2 Lakh Cost
SH: Custom sites in 7 days with SEO, so you start getting inquiries from Day 1
B: ✓ Loads in under 2 seconds • ✓ Mobile-optimized design • ✓ 30-day free support
CTA: Get Your Free Strategy Call →

■■ 6-SECTION STRUCTURE

Section	Include
1. Hero	Headline, Subheadline, 3 bullets, CTA
2. Problem	3-4 pain points they face daily
3. Solution	3-step process (keep it simple)
4. Proof	2-3 testimonials + numbers/results
5. CTA	Restate benefit + CTA button
6. Footer	Contact info, links, trust signals

■ COPY TEMPLATES

Problem: 'Are you struggling with: → [Problem 1] → [Problem 2] → [Problem 3]'
Solution: 'Here's how: Step 1: [Action] Step 2: [Action] Step 3: [Result]'
Testimonial: '[Result] in [timeframe]. Before [you], I was [problem]. Now I [outcome].' — Name, Title

■ 3 FORMULAS + 8 RULES

1. PAS: Problem → Agitate (make it hurt) → Solution
2. BAB: Before state → After state → Bridge (how to get there)
3. 4U: Useful + Urgent + Unique + Ultra-Specific

■■ 8 CRITICAL RULES

Rule	Why It Matters
• No jargon	Write like explaining to a friend
• One idea per line	Don't combine multiple thoughts
• Specific numbers	'20+ clients' beats 'many clients'
• Active voice only	'We build' not 'websites are built'
• Benefit over feature	'Loads in 2s' not 'optimized code'
• One CTA per section	Too many choices = no action
• White space matters	Cramped text kills readability
• Mobile first always	70% users on phone—test there

■ WORDS TO AVOID

Generic Words	Use Specific Numbers Instead
'Innovative solutions'	'Get 20+ qualified leads per month'
'Quality services'	'Website loads in under 2 seconds'
'Expert team'	'Built 50+ websites for local businesses'
'Trusted by many'	'127 active clients since 2023'
'Transform business'	'Increase inquiries by 40% in 30 days'

■ PRO TIPS

• Read copy out loud—if it sounds weird, rewrite it
• Test on mobile device first (not desktop)
• Send to 3 people unfamiliar with your business—ask 'What do I do?' in 5 seconds
• Every line should move visitor closer to action
• Less is more—remove 30% of what you initially write
• Use power words: Guaranteed, Proven, Free, Fast, Easy, You, Now

■ PRE-LAUNCH CHECKLIST

Before publishing, check every item. One 'No' = fix it first. Target: 9-10 Yes.

Question	✓
• Can a 10-year-old understand what you do from the headline?	■
• Did you use specific numbers instead of vague words (many, quality, best)?	■
• Can visitors see what to do next within 3 seconds of landing?	■
• Did you mention a specific problem your audience actually faces?	■
• Is there social proof present (testimonials with names/numbers/logos)?	■
• Can someone take action without scrolling (hero CTA visible)?	■
• Did you avoid generic words (innovative, solutions, quality, expert)?	■
• Is the main CTA button text clear about what happens next?	■
• Does it load fast on mobile device (under 3 seconds)?	■
• Would YOU personally click/call after reading this? (Be brutally honest.)	■

Your Score: 9-10 = Launch ■ | 7-8 = Fix weak points | Below 7 = Major revisions needed

■ YOUR NEXT 5 STEPS

Step 1: Rewrite your headline using the formula on Page 1
Step 2: Add all 6 sections in the exact order shown
Step 3: Replace every generic word with specific numbers
Step 4: Run through the checklist—aim for 10/10
Step 5: Test on mobile + ask 3 people 'What do I do?'

■ 3 QUICK WINS (Do These Today)

1. Add Specific Number to Headline
Before: 'Get More Clients' → After: 'Get 20+ Qualified Leads Per Month'

2. Fix Your Testimonial
Before: 'Great service!' → After: 'Got 15 inquiries in first week. Already paid for itself 3x over. — Rahul Sharma, Delhi'

3. Make CTA Button Specific
Before: 'Contact Us' → After: 'Get Your Free Website Audit'

■ TOP 5 CONVERSION KILLERS

• **Too Much Text:** Visitors skim, not read. Keep sections short.
• **Multiple CTAs:** One clear action per section. Don't confuse visitors.
• **No Specific Numbers:** 'Many happy clients' loses to '127 active clients'
• **Hidden Contact Info:** Make phone/email easy to find. Remove friction.
• **Desktop-Only Testing:** 70% browse on mobile. Always test there first.

> **Clarity > Creativity | Specific > Generic | Action > Aesthetics**

Need help? DM me on Instagram with your website link. I'll tell you what's killing conversions.