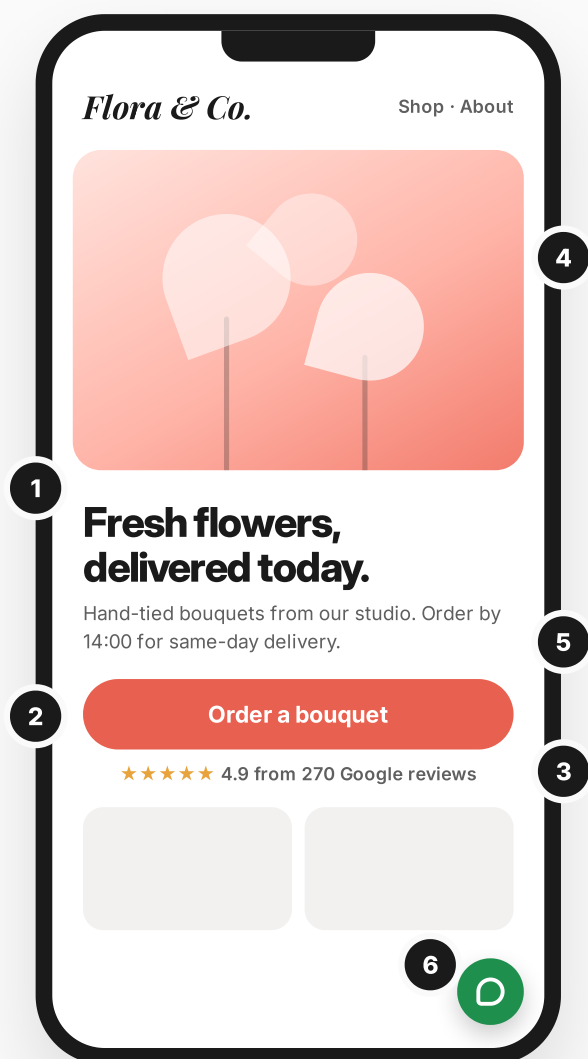


# Why your homepage looks *this way*.

Every website I deliver comes with this report. It explains each design decision and the job it does: turning visitors into customers. Example client: **Flora & Co.**, a local florist.



## 1 **Headline that says what you sell**

"Fresh flowers, delivered today" tells a visitor in seconds what the business does and why it matters to them. No slogans to decode.

Keeps visitors from leaving

## 2 **One main button**

A single, high-contrast action ("Order a bouquet"). Secondary links stay quiet, so nobody has to think about what to click.

Fewer choices, more orders

## 3 **Proof right next to the button**

The Google rating sits where the decision happens, answering "can I trust them?" at the exact moment of doubt.

Builds trust at the click

## 4 **The product, not stock photos**

Real bouquets above the fold. People buy what they can see, and authentic images feel more trustworthy than generic ones.

Shows value instantly

## 5 **Built for thumbs**

Large buttons in the lower half of the screen, where thumbs reach. Most local customers will visit on a phone.

Easier to act on mobile

## 6 **WhatsApp shortcut**

Some buyers want to ask first ("Can you deliver at 18:00?"). One tap opens a chat instead of losing the sale.

Catches hesitant buyers

### BEHIND THE SCENES

#### Speed

Lightweight code, no heavy page builder. Faster pages keep visitors and help in Google.

#### Colour

The brand coral is used only for actions, so the eye goes straight to what to click.

#### Readability

Large text and strong contrast, readable outside in sunlight and for every visitor.

#### Measured

Order clicks, WhatsApp chats and form leads are tracked, so we see what works.