

■ Website Clarity Check (Async, No Call)

A calm clarity review that finds what's confusing visitors and gives you simple, high-impact fixes—without judgment.

This guide explains what the Clarity Check is, how it works, what you'll receive, and how to use the feedback without spiraling.

What this is (and what it is NOT)

This is not a teardown. This is not public. This is not a list of everything you did wrong.

This is a conversion clarity lens: we look for where visitors get confused or stuck, then recommend the simplest fixes that create the biggest improvement.

- Not included: full redesign, full SEO audit, writing your whole site
- Included: top clarity leaks + quick fixes + example wording

Why clarity matters (even if your work is amazing)

Most visitors are not rejecting your work. They're getting lost.

If someone has to think too hard—Where do I click? How do I buy? How do I request?—they leave.

Clarity reduces friction. Friction kills conversions.

How the Clarity Check works (simple steps)

You submit your link and your goal (commissions, purchases, bookings, etc.).

We review your site on desktop and mobile using a consistent checklist.

You receive a short, calm report with prioritized fixes—so you don't feel buried.

- Step 1: Submit your URL + goal
- Step 2: Review (desktop + mobile)
- Step 3: Report delivered (written notes or Loom + notes)

What we look for (our clarity checklist)

We review with the visitor's brain in mind. We ask: "Is this easy to understand and easy to act on?"

- Above the fold: what you do + who it's for + one clear CTA

- Navigation: can someone find commissions/contact in one click?
- Proof: do you show examples and process?
- Trust: are expectations clear (pricing/timeline/capacity)?
- Mobile: is it readable and tappable?
- Neurodivergent-friendly: is it chunked, calm, and not overwhelming?

The report you receive (what it includes)

You'll receive a report with five parts. It's intentionally short and prioritized.

- What's working (keep these)
- Top 3 clarity leaks (what's quietly costing clicks)
- Top 3 fixes (quick wins)
- Example wording (headline + CTA suggestions)
- Optional next step (only if you want implementation)

Sample clarity leaks (real examples)

These are common issues we see on creator sites. If any of these sting a little: you're not alone.

- Headline is artistic but unclear (doesn't say what you do)
- Too many buttons competing (decision fatigue)
- Contact info is buried or vague
- No process explanation (visitor uncertainty)
- No pricing range (fear of asking)
- Mobile buttons too small (hard to act)

Sample fixes that take under 30 minutes

Most clarity improvements are small. They're not rebuilds. They're cleanups.

- Rewrite headline into one clear sentence
- Choose ONE primary CTA button
- Move contact/commissions link to top navigation

- Add a 3-step 'How it works' block
- Add a starting price or range
- Add microcopy under the CTA: "No pressure — I'll reply with next steps."

How to use your feedback (without feeling overwhelmed)

If you're neurodivergent, too many suggestions can feel like failure. That's not what this is.

Here's the method: do one fix, then stop. Let it settle. Then do the next when you have capacity.

- Pick Fix #1 and do only that.
- Wait 24 hours before changing more (your brain needs time).
- If you want, ask us to implement the top 3 fixes for you.

Optional add-on: Implementation (if you want support)

Some people prefer to hand it off. Implementation means we apply the top fixes for you asynchronously.

No meetings required. You approve changes before they go live.

Frequently asked questions

Will you judge my site? No. This is practical and kind.

Do I need a perfect brand first? No. Clarity comes first; branding can evolve later.

Do I have to change everything? Absolutely not. We focus on the smallest high-impact wins.

What if I don't know my goal? That's okay. We'll help you choose one simple goal to start.

Final reminder: Your work is allowed to be good even if your website is messy. This is about making the path clearer—so the right people can find you and take the next step.