



# The 5-Second Page Test — Checklist

If a stranger can't answer these in 5 seconds, they bounce.

## What must be obvious:

- WHO it's for — be specific (use their words, not yours).
- OUTCOME you deliver - the result they care about.
- WHAT TO DO next - one clear CTA above the fold.

## Quick Fixes:

1. One goal → one primary CTA. Repeat after scroll.
2. Verb + Value + Time: "Get the 3-step template — 2 min."
3. Add one line of proof (or 1 row of logos) above the fold.
4. Mobile pass: big tap target; button within thumb reach.

## What KILLS Clicks:

- 7+ links competing for attention.
- Vague value buttons like "Learn More".
- Slow pages, tiny fonts, tiny buttons.

## Tick-box checklist:

- ☐ One outcome stated in plain words.
- ☐ One primary link + up to two secondary links.
- ☐ CTA uses verbs (not labels).
- ☐ 1-line proof above the fold.
- ☐ CTA repeats after scroll.
- ☐ Mobile thumb-reach test passes.