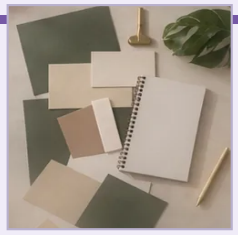
SERVICE PROFILE & SCOPE OF WORK

24

Conversion Clarity Sprint

A Focused Website Review Before the Rebuild



ILLUSTRATIVE PHOTO

CONVERSION CLARITY / REVIEW EXCERPT

**Not more pages.
A clearer next step.**

01	**Who is this for?**	Review
02	**What do you offer?**	Clarify
03	**What happens next?**	Define

The output is a decision-ready brief.
Not a promise of more leads.

A clearer website starts with a better brief.

A focused website-review service concept for businesses that need clearer messaging, stronger information hierarchy and a more useful enquiry journey before committing to a redesign.

05	PAGES IN THE SAMPLE SCOPE	**10**	WORKING DAYS · ILLUSTRATIVE	**03**	CORE DELIVERABLES

THE PROFILE IN CONTEXT

The sprint follows the visitor’s decision: understand the offer, assess whether it is relevant and choose the next action. We examine a small, agreed set of pages and make the sources of confusion visible. Recommendations are prioritized by the available evidence and the importance of the decision they support. The handover separates immediate edits, larger design changes and open questions. It is a practical brief for what to improve—not a guarantee of more leads.

Messaging review · Website audit · CTA clarity · Information hierarchy · Prioritized recommendations

For	**Service businesses with an existing site**
Sample scope	**Up to five agreed public pages**
Working model	**One primary decision maker**
Pricing	**Custom quote; no live price offered**

Remote service concept

FICTIONAL SAMPLE

CAPABILITY / CONTENT / EVIDENCE

What the sprint delivers

01

Prioritized clarity review

A page-by-page analysis of offer clarity, hierarchy, trust information and next actions.

Annotated review + issue-priority table

02

Messaging and CTA direction

A proposed structure for the main page message and the enquiry path.

Headline options + CTA and content outline

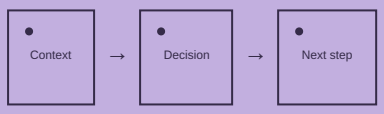
03

Implementation brief

A practical handover that separates immediate edits, design changes and open questions.

Action plan + designer/developer briefing notes

What a useful finding looks like



MESSAGE CLARITY

The homepage says everything except the offer

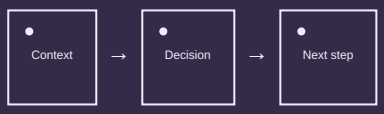
CONTEXT

A fictional service website opens with broad claims and several competing messages.

CONTRIBUTION

Rewrite the content hierarchy around audience, service, evidence and a specific next action.

Annotated first-screen concept and a reasoning note.



ENQUIRY JOURNEY

A button that does not explain the next step

CONTEXT

The sample visitor cannot tell whether a CTA starts a call, a form or a purchase.

CONTRIBUTION

Match the action label to the actual destination and show the information required.

CTA map and a simplified enquiry-flow proposal.

These examples show the intended content structure. They are original fictional studies—not verified clients, completed research, clinical outcomes, endorsements or product performance.

FICTIONAL SAMPLE

APPROACH / EXPECTATIONS / NEXT STEP

A defined review, not an endless audit

01

Align

Confirm pages, audience, goals and constraints.

02

Inspect

Review content and the visitor’s decision path.

03

Prioritize

Separate evidence, judgment and missing information.

04

Hand over

Review the findings and agree the next actions.

Scope and responsibilities

Included

Review, recommendations and handover

The sample covers agreed pages, one stakeholder discussion and one review round.

Excluded

Rebuild, traffic acquisition and legal review

Development, paid campaigns, compliance advice and broad technical audits are not included.

Client inputs

Context makes the review useful

Provide audience, offer, business goals and any consented analytics available.

GOOD FIT

A business with an existing website and a decision to make about messaging or redesign scope.

IMPORTANT BOUNDARY

Guaranteed lead growth, a full website build or technical/legal compliance certification.

Will this improve conversions?	No uplift is guaranteed. Recommendations are hypotheses to validate with appropriate evidence.
Is implementation included?	No. Content edits, design and development need a separate implementation scope.
Why is the timeline illustrative?	A real timeline depends on page complexity, access, review availability and agreed scope.

THE NEXT CONVERSATION

Build a sprint enquiry.

conversion@profile.example · placeholder only

USEFUL CONTEXT TO SHARE

→ Website and business offer

→ Pages and main visitor problem

→ Desired timeline and available evidence

This is not a live contact channel. Use verified details in a real profile.

FICTIONAL SAMPLE