Give your first page one job

Decide who the page is for, what it explains, and what the visitor should do next. Draft the words before choosing a design. One useful page is enough to start.

> **Fictional example:** Rowan's proofreading page. The person, project, and reader answers below are invented teaching examples, not real reader evidence.

Intended visitor	A volunteer who writes a local club newsletter.
Page purpose	This page helps club volunteers understand my proofreading offer and then email me about a newsletter.
Headline	Proofreading for local club newsletters
Short explanation	I look for spelling, punctuation, and unclear wording in club newsletters. Send a description of your draft to discuss what you need.
Brief About	I'm Rowan. I focus on clear wording for club announcements and updates.
Sample & permission	Use the invented text below, written for this example. It contains no private details or client work. An image is optional; use only one you own or have permission to publish, with a useful description.
One next action	Link label: "Email me about your newsletter". Destination: `mailto:hello@example.invalid`. Replace this non-working placeholder with your own public contact address before publishing.

A small proofreading sample

Before: "Our next meeting are on Saturday. Bring you're ideas for the spring fair."

After: "Our next meeting is on Saturday. Bring your ideas for the spring fair."

What changed: "Are" became "is"; "you're" became "your".

After publishing: ask, listen, rewrite

Show the public page to one intended visitor, such as a club newsletter volunteer. Don't explain it first. Ask: "What does this page offer, and what would you do next?"

Before the fix: Headline: "A fresh pair of eyes". Link: "Let's talk".

Invented reader answer: "Is this help with newsletter design? I'm not sure what 'Let's talk' will open."

After the fix: Headline: "Proofreading for local club newsletters". Link: "Email me about your newsletter". Keep the explanation above naming spelling, punctuation, and unclear wording.

Why change it? Name the service and the email action instead of leaving the visitor to guess. Ask again after editing; clearer wording is the aim, not a proven result from this fictional example.

Also check the public address signed out, phone readability, permissions, placeholders, and every link. A page that opens still needs to make sense to its intended visitor.

Your first-page brief

Draft your page here or in an editor you already have. Start with a free platform address; the website path helps you choose where to publish.

Project name

Intended visitor

Name one kind of person, not “everyone”.

Page purpose

This page helps [person] understand [project or service] and then [action].

Headline

Say what you offer in plain words.

Short explanation & brief About

What is this, who does it help, and who is behind it? Use only facts you can support.

Sample or image & permission

What will you show? Record ownership or permission and an image description. Or write “no image needed”.

One next-action link label

Say what happens, such as “Email me”.

Link destination

Full URL or mailto:your-public-email

After publishing: record one reader’s answer

Ask without explaining first: “What does this page offer, and what would you do next?” Record the answer, edit, then ask again.

Reader’s answer

Offer + next action, in their words. No name needed.

Wording to change

Before → after; note what they understand on recheck.

Publishing checks — tick only after checking

- [ ] Copy is clear; placeholders and private details are removed; permissions are recorded.
- [ ] Public address opens signed out or in a private window with the right sharing setting.
- [ ] Phone text is readable; the next action, image descriptions, and link labels are clear.
- [ ] Every link works, including the next action, and reaches the intended destination.
- [ ] One likely visitor can explain the offer and next action; I have fixed anything unclear.

> Using a teaching example? Rowan and the practice-poster portfolio are not your work. Sample context is labelled in the brief and exports. Replace example details with your own facts and use actual reader feedback before publishing.