



ANIMUS

The Homepage Repair Guide

Our strategy for websites that don't rank on Google and don't generate leads.

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The Homepage Repair Guide

Most business websites don't fail in obvious ways. They don't break, they don't look outdated, and they rarely become the focus of internal blame when growth slows. Instead, they underperform on the reporting side when it matters most.

They struggle to rank for searches that matter, they generate few meaningful inquiries, and they leave sales teams wondering why so much effort produces so little return.

Over time, this creates a familiar pattern. Marketing activity increases, but confidence doesn't. Traffic comes in sporadically, but leads feel inconsistent or misaligned. Leadership senses that the website should be doing more, but it's unclear where the breakdown actually is.

This guide exists to explain why that happens and how it gets fixed. Not through surface-level tweaks or marketing trends, but through a conversion-first approach that treats your website like a system that needs to work in the real world.

When a website doesn't rank and doesn't generate leads, the problem is rarely a single flaw. It's usually a combination of clarity, structure, and alignment issues that compound over time. The good news is that these problems are predictable, diagnosable, and fixable.

We hope this guide is helpful to you, and if you should have any questions at all, please don't hesitate to reach out. I'm including my scheduling link below as well so you can schedule our 1:1 website review of your current site, where I'd be happy to point out more direct ways you can increase your website performance today.

Jon Grogan
Principal

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Schedule with me 

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The Homepage Clarity Diagnostic

Open your homepage while reading this section.

Do not skim. This only works if you apply it directly to your own site.

Think like a first-time visitor, not the founder.

Section 1: The 5-Second Clarity Test

A visitor should understand relevance almost instantly. Check each statement honestly:

- I can tell exactly who this company is for without scrolling
- I can tell what business problem they solve without interpreting vague language
- I can tell why this problem matters now, not someday
- The headline is specific enough that a competitor could not reuse it
- The opening section focuses on the buyer's situation, not the company description

Scoring:

- ⊕ 4-5 checked
Strong clarity foundation
- ⊕ 2-3 checked
Moderate clarity leakage
- ⊕ 0-1 checked
Homepage is actively confusing buyers

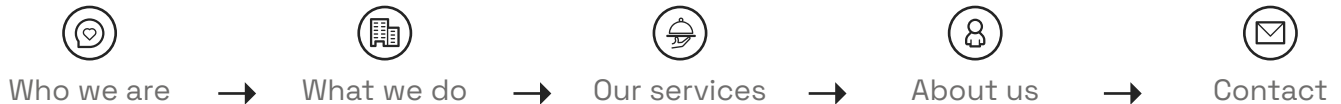
Most B2B homepages fail here. They sound professional but interchangeable. Interchangeable pages do not create confidence.

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Section 2: The Message Order Test

Most homepages are structured around internal company logic instead of buyer decision flow, not to mention they don't show any customer empathy at all.

Typical structure:



This matches how companies think, not how buyers decide.

Buyers think in this order:



Audit your homepage structure:

- Does the page lead with the buyer's problem or your company description?
- Are services introduced before relevance is established?
- Does a visitor need to scroll to understand whether this applies to them?
- Is the page organized around departments or around buyer decisions?

If explanation comes before relevance, the page creates friction. Visitors leave instead of working to figure it out.

Section 3: The Relevance Depth Test

Many homepages mention problems but stay too shallow.

They say things like:

“Helping businesses grow”
“Optimizing performance”
“Driving better results”

These phrases do not anchor the decision in urgency or need.

Check your homepage:

- Does it name a specific operational or revenue problem?
- Does it describe the consequences of not solving it?
- Does it reflect real internal pressure your buyers feel?
- Would a prospect recognize their own situation in your language?

If the problem is not concrete, the page feels optional. Optional pages do not convert.

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Section 4: The Trust Construction Test

Most websites try to sound credible.

Few demonstrate credibility.

Audit your trust elements:

- Are claims supported with specifics or left abstract?
- Do testimonials mention real business outcomes or generic praise?
- Do case references show problem → action → result?
- Are logos contextualized or simply decorative?

Trust is built through evidence, not tone.

If credibility is implied instead of demonstrated, visitors hesitate.
Hesitation stops momentum.

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Your homepage should prepare a visitor for contact, not surprise them.

Audit your CTA section:

- Does the page explain what happens after submission?
- Does it clarify what working with you involves?
- Does it define who you are and are not a fit for?
- Does it reduce anxiety around next steps?

If every visitor is invited equally,
your sales team bears the cost later.

What to Fix First

You do not need a redesign to start improving homepage performance.

Three changes typically create immediate impact.



Fix 1: Rewrite the Headline Around the Buyer's Problem

Weak headlines describe the company.

Strong headlines orient the buyer.

Replace this:

“We provide full-service marketing solutions”

With a structure like:

We help [specific type of company] solve [specific business problem] so they can [specific outcome].

Examples:

We help multi-location contractors fix unpredictable lead flow so growth becomes consistent.

We help founder-led service firms turn their website into a reliable sales asset.

If your competitor could use the same headline, it is too vague.

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Fix 2: Reorder the Homepage for Decision Flow

Most underperforming homepages lead with internal logic.

Reorder to match buyer psychology:

1. The problem your buyer is facing
2. The cost of leaving it unresolved
3. Why you are qualified to solve it
4. How your approach works
5. What happens next

This change alone often increases engagement without touching design.

Fix 3: Set Expectations Before Contact

High-quality leads come from clarity, not volume.

Before the form, add:

- Who you work best with
- What your engagement typically involves
- What happens after submission

This filters poor-fit inquiries and improves sales efficiency immediately.

When Homepage Fixes Are Not Enough

If clarity improves and performance does not, the issue is systemic.

At that point the breakdown usually includes:

- Traffic intent mismatch
- Poor site architecture beyond the homepage
- Weak qualification across key pages

This is when diagnosis matters more than tactics.

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The Next Step

If you want a precise assessment of where your homepage is breaking down, we will review it using this same framework and show you:

- Where clarity fails
- Why visitors hesitate
- What to fix first

Whether you work with us or not, you will leave with a clear roadmap.



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