

# HOW THIS WORKS

01

## Find three competitor sites.

Sites in your space. People doing something similar to what you do. Don't overthink the selection.

02

## Find three sites you genuinely love.

Not your competitors. Sites that pull you in immediately — in any industry. Sites that make you feel something.

03

## Set a timer. Five seconds per site.

Land on the homepage. Let the timer run. Close the tab. That's it. No scrolling, no reading, no deep dive.

04

## Answer one question.

Did I feel like I was in the right place? Yes or no. Write down what created that feeling — or killed it.

05

## Fill in one page per site.

Six sites, six pages. Fast and honest. First instinct is always the most useful answer.

06

## Pull your takeaways on the final page.

Look at the pattern across all six. That pattern is what we're building toward in Site Structure Essentials.

### Bring your completed template into the next lesson.

The audit doesn't just train your eye — it makes every decision in Site Structure Essentials faster.

# THE 5-SECOND TRUST TEST

Audit three competitor sites and three sites you love. Train your eye before you build.

## HOW TO RUN THE TEST

Open each site. Set a timer for 5 seconds. Land on the homepage, let it run, close the tab.

*Ask yourself one question: Did I feel like I was in the right place? Yes or no. That's the whole test.*

1

COMPETITOR SITE

SITE URL

## FIRST IMPRESSION

What did you notice first? Headline, image, layout, copy — write it raw.

## DID YOU FEEL IN THE RIGHT PLACE?

Yes — felt right       No — felt off

## COULD YOU TELL WHO THIS IS FOR?

Yes, immediately       Sort of       Not at all

## WHAT CREATED OR KILLED THAT FEELING?

Specific. What element — the headline, the image, the layout, the copy — made you stay or leave?

## ONE WORD THAT DESCRIBES IT

Fast. Confused. Polished. Dated. Trust your gut.

## STEAL IT OR AVOID IT?

Would you borrow anything from this site — or actively avoid it?

Steal it       Avoid it

## ANYTHING ELSE YOU NOTICED

Trust signals, red flags, copy that landed, copy that fell flat. Jot it down.

2

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4

SITE YOU LOVE

SITE URL

**FIRST IMPRESSION**

What did you notice first? Headline, image, layout, copy — write it raw.

**DID YOU FEEL IN THE RIGHT PLACE?**

Yes — felt right       No — felt off

**COULD YOU TELL WHO THIS IS FOR?**

Yes, immediately       Sort of       Not at all

**WHAT CREATED OR KILLED THAT FEELING?**

Specific. What element — the headline, the image, the layout, the copy — made you stay or leave?

**ONE WORD THAT DESCRIBES IT**

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**STEAL IT OR AVOID IT?**

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**ANYTHING ELSE YOU NOTICED**

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5

SITE YOU LOVE

SITE URL

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What did you notice first? Headline, image, layout, copy — write it raw.

### DID YOU FEEL IN THE RIGHT PLACE?

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### STEAL IT OR AVOID IT?

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### ANYTHING ELSE YOU NOTICED

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6

SITE YOU LOVE

SITE URL

### FIRST IMPRESSION

What did you notice first? Headline, image, layout, copy — write it raw.

### DID YOU FEEL IN THE RIGHT PLACE?

Yes — felt right       No — felt off

### COULD YOU TELL WHO THIS IS FOR?

Yes, immediately       Sort of       Not at all

### WHAT CREATED OR KILLED THAT FEELING?

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# YOUR TAKEAWAYS

You've run the test on all six sites. Now pull back and look at the pattern.

Bring these notes into Site Structure Essentials — every decision you make there will be faster because of this exercise.

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WHAT DID THE SITES THAT FELT RIGHT HAVE IN COMMON?

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WHAT KILLED THE FEELING ON THE SITES THAT DIDN'T WORK?

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WHAT IS ONE THING YOU WANT TO DO ON YOUR OWN SITE BECAUSE OF THIS EXERCISE?

**Next up: Site Structure Essentials**

Every call you make in the next lesson will be sharper because you ran this test.

LET THE CREATIVES RULE THE WORLD