



• ARCHITECTURE NOTES · RESOURCE

# Five CRO wins in week two that fund the rebuild

The big rebuild ships in week six. The five micro-wins from week two are what fund it.

Companion to: Five conversion micro-wins in week two of every CRO engagement.



# Why this deck exists

On every CRO engagement, the article describes shipping five micro-wins in week two before any architecture work begins. The point is not the wins in isolation. The point is that each one moves the dial enough to fund the rebuild that follows in week six. This deck is the runbook. It is for CRO leads who need a defensible scope for the first two weeks, founders deciding whether the engagement is worth extending, and growth teams who need a list of wins they can ship without waiting on a redesign.

- The five wins, with effort named
- Why funnel-first beats hero-first
- How the wins fund the architecture rebuild
- What earns the engagement extension



# The five week-two wins

## 01 Lighthouse hygiene pass

Defer non-critical scripts, fix one image format pipeline, eliminate one render-blocking dependency. Two engineering days. Low risk, high cumulative impact on every page that loads.

## 02 Hero rewrite

Tighten the headline to a single value claim, replace the hero CTA with the actual primary action. Two hours of writing plus a copy review. The hero is the highest-traffic creative surface on the site.

## 03 Form reduction

Cut every field that is not legally required to ship the offer. Most lead-capture forms have three fields too many. Field count drops conversion linearly, so the win compounds across every form on the site.

## 04 Mobile-first rebuild of the above-fold

The above-fold is what most users decide on. Rebuild it mobile-first because most traffic is mobile-first. The desktop view follows from the mobile view, not the other way around.

## 05 Funnel pruning

Identify the worst-performing step, remove it. The funnel is shorter. Conversion is higher. The step the team was most attached to is usually the one a user could not justify completing.



# Architecture work vs week-two wins

## Week-two micro-wins

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- Ship in two weeks
- Each measurable in isolation
- Fund the rebuild that follows
- Earn the engagement extension
- Low-risk, well-scoped

## Week-six architecture rebuild

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- Ships in week six
- Structural work, harder to attribute
- Funded by the week-two wins
- Compounds for quarters
- Higher-risk, larger scope



# The week-two effort budget (from the article)

LIGHTHOUSE HYGIENE

**2 eng days & 8 hours**

Defer scripts, fix image pipeline, kill one blocker

HERO REWRITE

Plus a copy review

FORM REDUCTION

**meaningful**

Cut every non-legally-required field

TOTAL WINS SHIPPED

Before any architecture work begins

TIME TO REBUILD FUNDING

**week 2**

Before the rebuild starts in week 6



# The week-two runbook

- **Run the Lighthouse hygiene pass first**

Two engineering days, named scope. The faster site funds every other win that follows.

- **Rewrite the hero second**

Two hours of writing plus a copy review. Single value claim, primary action as the CTA.

- **Audit every lead-capture form**

List every field. Strike every field that is not legally required. Field count drops conversion linearly.

- **Rebuild the above-fold mobile-first**

Most traffic is mobile. Most decisions happen above the fold. Mobile-first is not a style choice.

- **Prune the worst-performing funnel step**

Identify it from analytics, not from opinion. Remove it. Re-measure.

- **Measure each win in isolation**

Ship them sequentially with read time between each. Stacked changes hide attribution.

- **Use the wins to fund the rebuild**

Five wins that move the dial in week two earn the engagement extension and pay for week six.



# Anti-patterns we see in week two

## 01 Starting with the architecture rebuild

The rebuild ships in week six because it needs that long to scope and execute. Starting with it skips the wins that fund it. Most engagements that lead with the rebuild lose the budget conversation in week three.

## 02 Adding form fields under the banner of qualification

Every additional field drops conversion linearly. The qualification argument needs to weigh against the lead loss. Most of the time the qualification can move to the next step in the funnel.

## 03 Rewriting the hero on desktop first

The hero gets reviewed on the desktop because that is what the team uses. Most users see the mobile version. The mobile-first rebuild is not a style preference.

## 04 Stacking the wins to ship them together

A bundled launch is a CMS update with no attribution. Ship them sequentially with read time between each so each win is measurable in isolation.



# Signals the week-two play is working

WINS SHIPPED

**5**

In week two, before architecture work

EACH WIN MEASURED

**isolated**

Sequential, with read time between

BUDGET FOR WEEK SIX

**funded**

By the dial movement of the five wins

ENGAGEMENT EXTENSION

**earned**

Not negotiated



- NEXT STEP

# Five wins in week two pay for the rebuild that ships in week six.

Hygiene, hero, form, mobile, funnel. Ship them sequentially. Measure each one. Fund the architecture work with the dial movement.

[Read the full architecture note ->](#)