TURBOMINDZ CREATIVE STUDIOS · ABOUT 10 MIN TO DO

The one page that should exist before you buy an ad

You are about to spend money on traffic.

What is this, in the reader’s words

Not your positioning statement. The thing they would type into a search bar. If you fit dog doors, the page says you fit dog doors, near the top, in ordinary words.

Who it is for, and who it is not

Naming who it is not for is the cheapest qualification you will ever do, and it costs you nothing you wanted. "Residential only" saves you both a phone call.

What it costs, or how pricing works

A number is best. A range is fine. "How pricing works" is acceptable. Silence is the one that loses the visit, because the reader assumes the answer is 'more than I have' and leaves.

One thing to do next

One. A form, a phone number, or a booking link. Three equally weighted options is the same as none — the reader has to make a decision you could have made for them.

Then: does it load on a phone, on a bad connection

Most ad traffic is mobile, and a meaningful share of it is on a slow network. A page that takes six seconds has spent your click before it rendered.

The ten-second test

□ Show the page to someone who does not know what you do, for ten seconds.

□ Ask them what you sell.

□ Ask them who it is for.

□ Ask them what it costs.

□ Ask them what they would click.

□ Any question they cannot answer is the edit to make before you spend anything.

💫 The NFT is the soul

🎨 The art is the body

🏘️ The community is the village

📖 The story is the mirror