

Answer the five questions.

The First Screen Test for concierge & DPC practices

Five questions a stranger brings to your homepage. Check the site against them, then rewrite it.

01 Read it like a stranger.

Open your homepage on a phone at eleven at night. Stop at the bottom of the first screen.

What the first screen says, in one line: _____

They look before they call. Alone, usually at night, after the search.

02 Check the five.

WHERE IT'S ANSWERED

OUR SENTENCE

What does it cost.

What happens at the first visit.

Who will I actually talk to.

How do I leave if it isn't right.

What happens next if I say yes.

Every one they have to hunt for is a reason to leave without saying why.

03 Write it for eleven at night.

Short. Specific. A fee with a number in it. A first visit with a length in it.

A name with a face next to it.

The top line: _____

The one button says: _____

One button, and it says what will happen when they press it.

04 Hand it to a stranger.

Give your phone to someone who has never seen the site.

Ten seconds. Then ask the five questions.

They could answer: _____ They couldn't: _____

Every question they couldn't answer is a visitor who left without saying why.

05 Set the standard.

Each of the five has a plain answer a stranger can find in one click.

The fee has a number in it, one click from the homepage at most.

One button, and it says what happens next.

It's the first room they sit in.

Make it the kind of room where someone comes over.

The question we answer worst: _____

Who rewrites the first screen: _____ Next read, one month out: _____