



TheIsraelMiller.com

WEBSITE REVIEW · BEFORE & AFTER

Same engineer. *Now you can see him.*

A section-by-section look at how theisraelmiller.com went from a text-only page to a personal-brand hub: story, offers, and the person behind them.

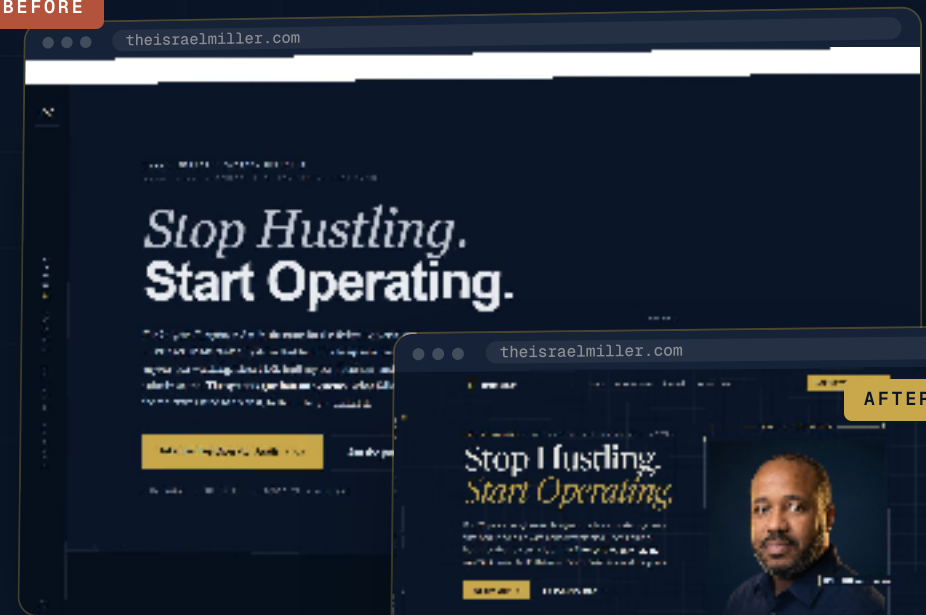
PREPARED FOR theisraelmiller.com

WEBSITE theisraelmiller.com

DATE September 2026

PREPARED BY Israel Miller · TheIsraelMiller.com

BEFORE



AFTER



00 THE SHORT VERSION

The idea was right. *The page just didn't show it.*

The old page had an original engineering concept and a strong story, but visitors got it as long blocks of text in the wrong fonts, with no face, and only one way to work together. The new page keeps the concept and makes the person, the story and both offers easy to see.

- 1 A real photo up front, framed as "Detail 1 — The Operator" and ready to become the video.
- 2 The story as a **dated timeline** you can skim in seconds.
- 3 Both offers side by side, plus two questions that send each visitor to the right place.
- 4 **Fonts, light mode and phones fixed.** It looks like the brand on every screen.

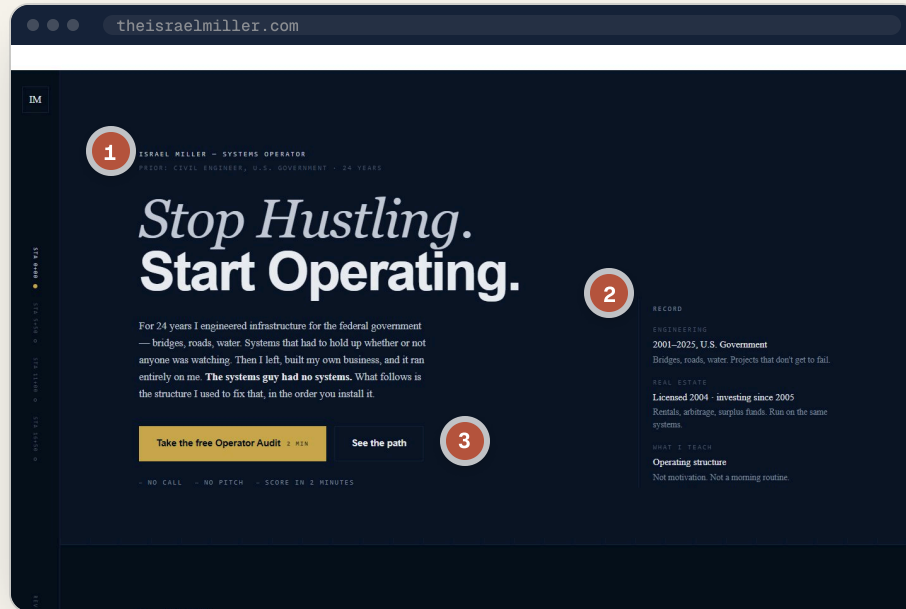


Scores are our judgment against the checklist in this report, not a measured statistic.

From text-only to *a face and a record*.

The first screen has to answer "who is this?" before anyone scrolls.

BEFORE



- 1 The web fonts never loaded. The headline mixes a fallback **Times italic** with bold Arial.
- 2 No photo or video. Nothing connects a face to the name.
- 3 One action only: the free audit. No done-for-you option.

AFTER



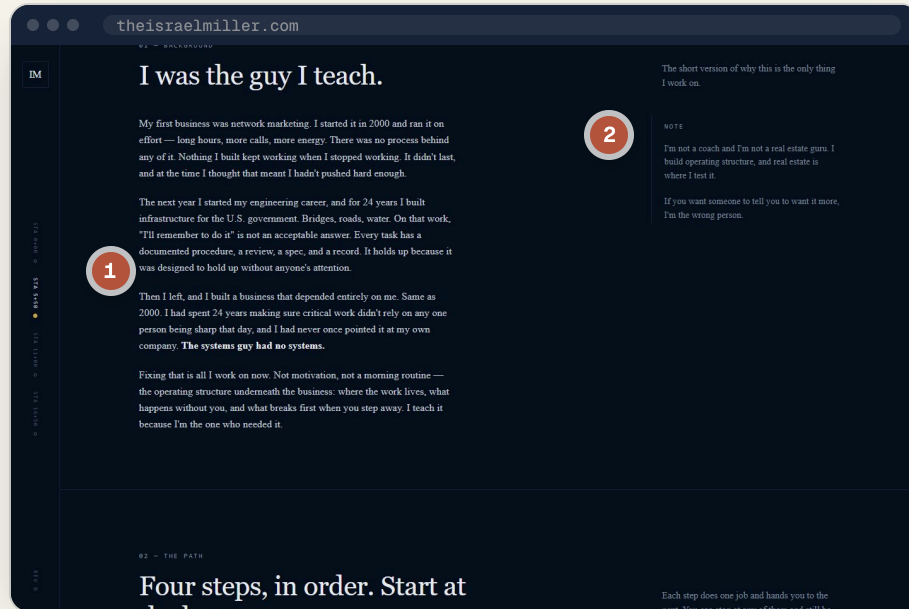
- 1 Brand fonts load. A clean serif headline, with the gold kept for the key phrase.
- 2 Real photo framed as "Detail 1 — The Operator". It turns into the video when it's recorded.
- 3 Two clear next steps: read the story, or find where to start.
- 4 The record strip: 25 years engineering, real estate since 2004, what I do now.

WHY IT MATTERS

Personal brands sell trust first. A face and a one-glance record answer "who is this?" before the visitor decides whether to keep reading.

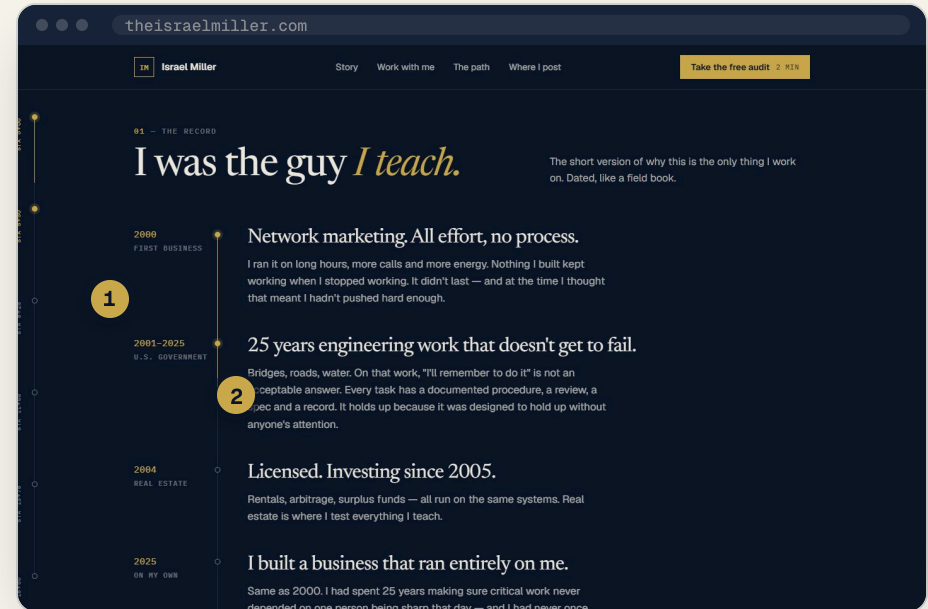
A wall of text becomes *a dated record*.

BEFORE



- 1 A strong story in **four long paragraphs**. Most visitors skim past it.
- 2 The best line, "I'm not a coach," sits in small gray text off to the side.

AFTER



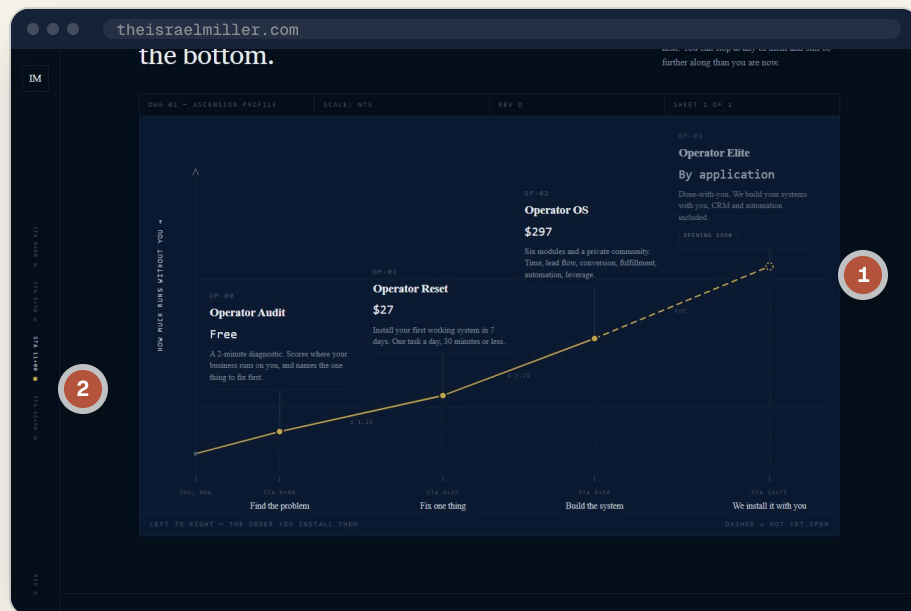
- 1 **Dated entries** (2000, 2001-2025, 2004, 2025): skim the years, then read what interests you.
- 2 A gold line fills in as you scroll, like an engineer's field book.

WHY IT MATTERS

People remember stories told as moments in time. Dates make the 25 years real, and the timeline lets a skimmer get the whole arc in seconds.

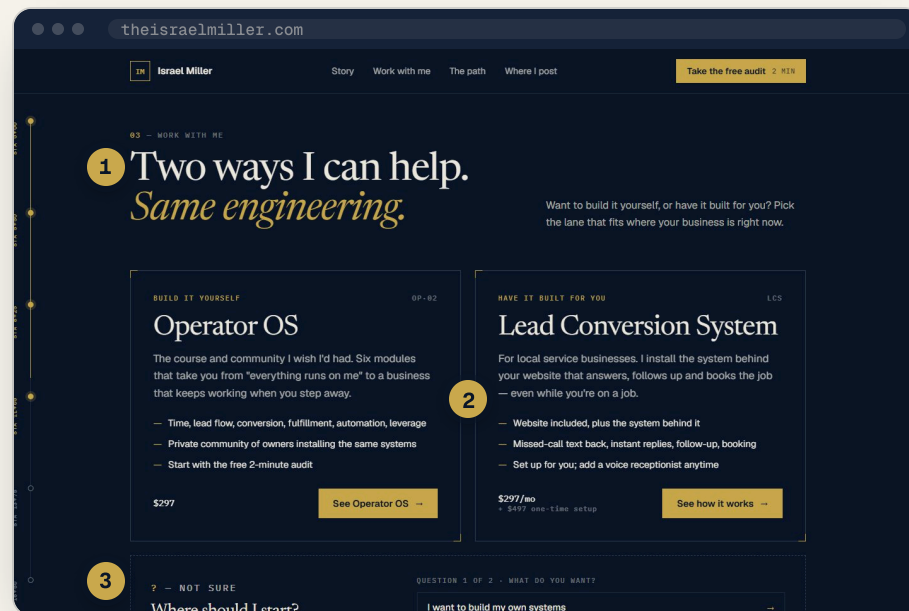
One lane becomes *two ways to work together*.

BEFORE



- 1 Only the do-it-yourself Operator path. The Lead Conversion System isn't on the page.
- 2 Nothing helps a visitor decide where they fit.

AFTER



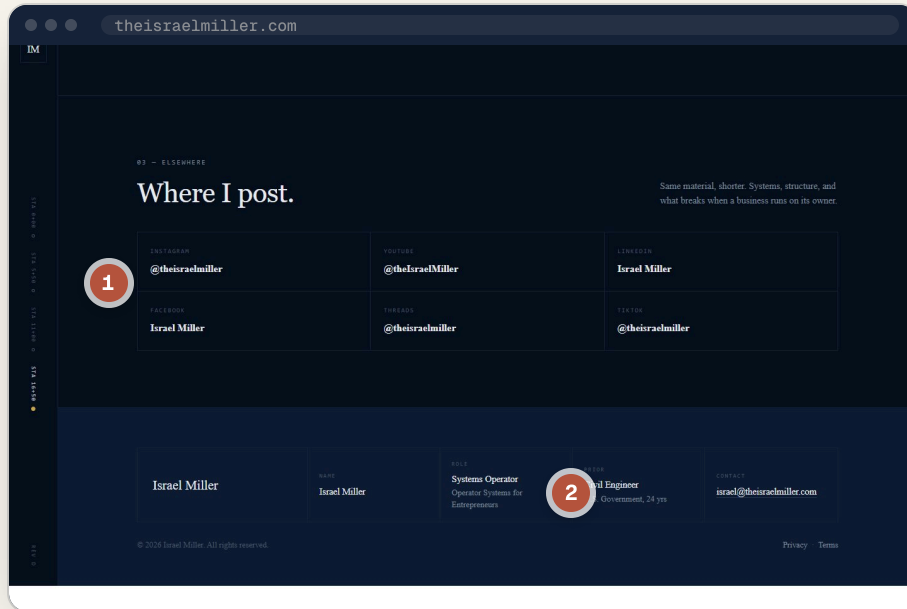
- 1 Build it yourself or have it built for you, side by side.
- 2 Each lane shows who it's for, what's included, the price and one button.
- 3 Two quick questions send each visitor to the audit, the reset, Operator OS or the Lead Conversion System.

WHY IT MATTERS

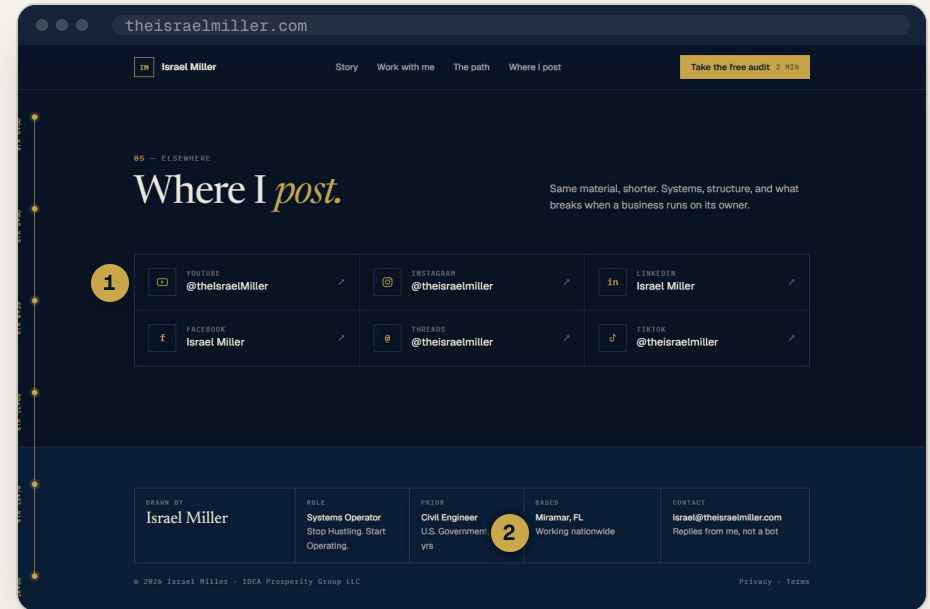
A hub page is a switchboard. Visitors who can't tell which offer is theirs leave. The two lanes plus two quick questions catch both kinds of buyer.

Links become *a place to follow*.

BEFORE



AFTER



- 1 Text-only handles in a grid, easy to skim past.
- 2 The footer said **24 years** while the Lead Conversion System page said 25.

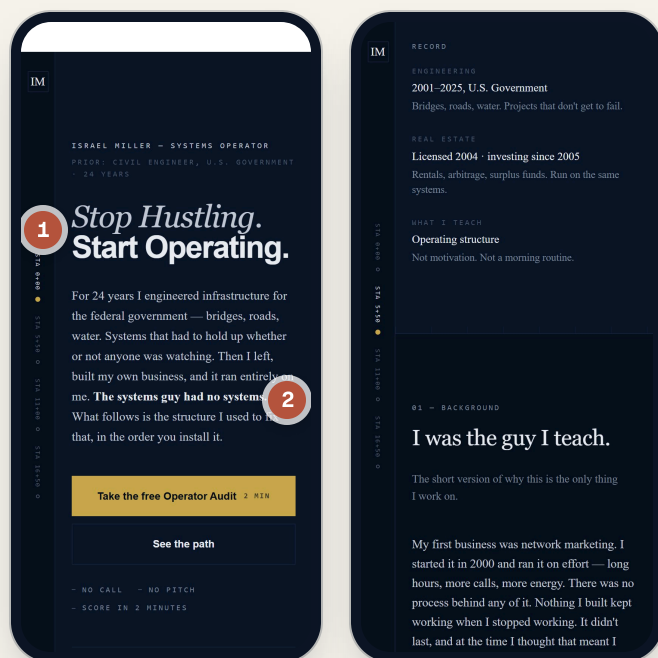
- 1 Every platform has an icon and a handle, and each card opens the profile.
- 2 One career line everywhere: **25 years**.

WHY IT MATTERS Consistent facts across every page are what make a personal brand believable. One mismatch invites doubt.

Most people will meet you *on a phone*.

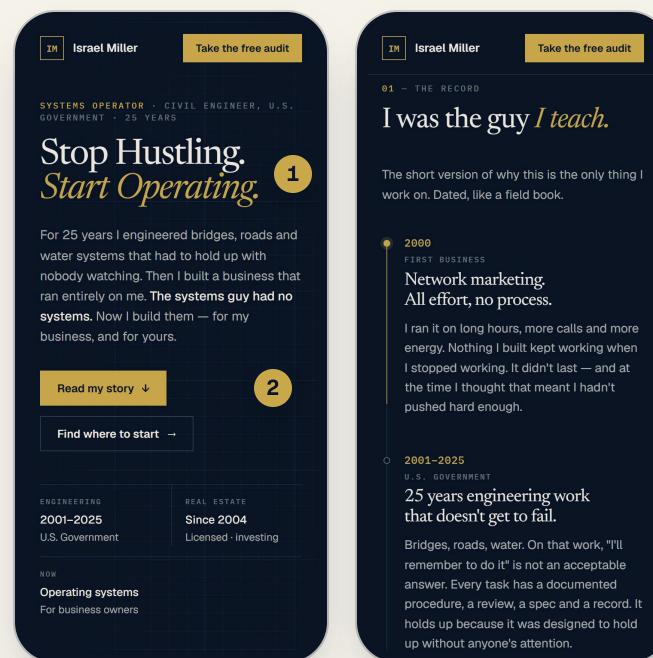
iPhone-size screenshots of the first two screens on each page.

BEFORE



- 1 Mismatched fallback fonts on the headline.
- 2 Screen after screen of text before anything visual.

AFTER



- 1 The brand headline and a short intro fit on the first screen.
- 2 Thumb-sized buttons.

WHY IT MATTERS

On a phone there's room for one idea per screen. The new layout gives each screen one job: who I am, then the story, then the offers.

What we measured.

CHECK	BEFORE	AFTER
Fully loaded Time until the page finished loading on a fast connection	1.4 s	1.0 s
Page weight Everything downloaded on first view	77 KB	39 KB
Buttons & links on the first screen What a visitor can act on without scrolling	7	12
Tap-to-call links	0	0
Lead form or booking on the page	No	No
Video on the page	No	No
Search description (meta) The line Google shows under your link	No	No
Social share image The picture shown when the link is texted or posted	No	No
Images without descriptions (alt) Accessibility + search	0	0
Sideways scrolling on a phone Should be No	No	No

Both pages measured live on theisraelmiller.com (HighLevel) with a desktop browser, a day apart. Load times vary by connection; they're shown for comparison.

The engineering concept stayed. *Everything else got sharper.*

● WHAT WE KEPT

- ✓ "Stop Hustling. Start Operating." as the headline.
- ✓ The engineering-drawing identity: station markers, sheet labels, the title block.
- ✓ The Ascension Profile drawing of the Operator path (it now draws itself as you scroll).
- ✓ The story, in your words: "The systems guy had no systems."
- ✓ The free audit as the first step.

● WHAT WE ADDED

- + Real photo, framed and ready for the story video.
- + A dated story timeline.
- + A "How I work" section with five short principles.
- + The Lead Conversion System as a second lane.
- + A two-question "Where should I start?" guide.
- + Social icons for all six platforms.
- + Light mode that follows each visitor's device.
- + Offers run from one settings list, so a new offer is a one-line edit.



THE BOTTOM LINE

The old page described an engineer. The new one *introduces him*.

Nothing here promises results. What changed is that a visitor can now see who you are, skim your story, and know which offer is theirs, on any screen.

01

Set the page title and search description in HighLevel. Browser tabs and Google show nothing yet.

02

Record the 90-second story video. The frame is already on the page.

03

Add 3–5 real photos to the timeline entries.

See the live page theisraelmiller.com