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WEBSITE REVIEW • BEFORE & AFTER

Same front door. *A completely different first impression.*

A section-by-section look at what changed on the Lead Conversion System page, and why each change should help a local business owner say yes.

PREPARED FOR	Lead Conversion System
WEBSITE	theisraelmiller.com/your-website-is-just-the-front-door
DATE	September 2026
PREPARED BY	Israel Miller · TheIsraelMiller.com

BEFORE



AFTER

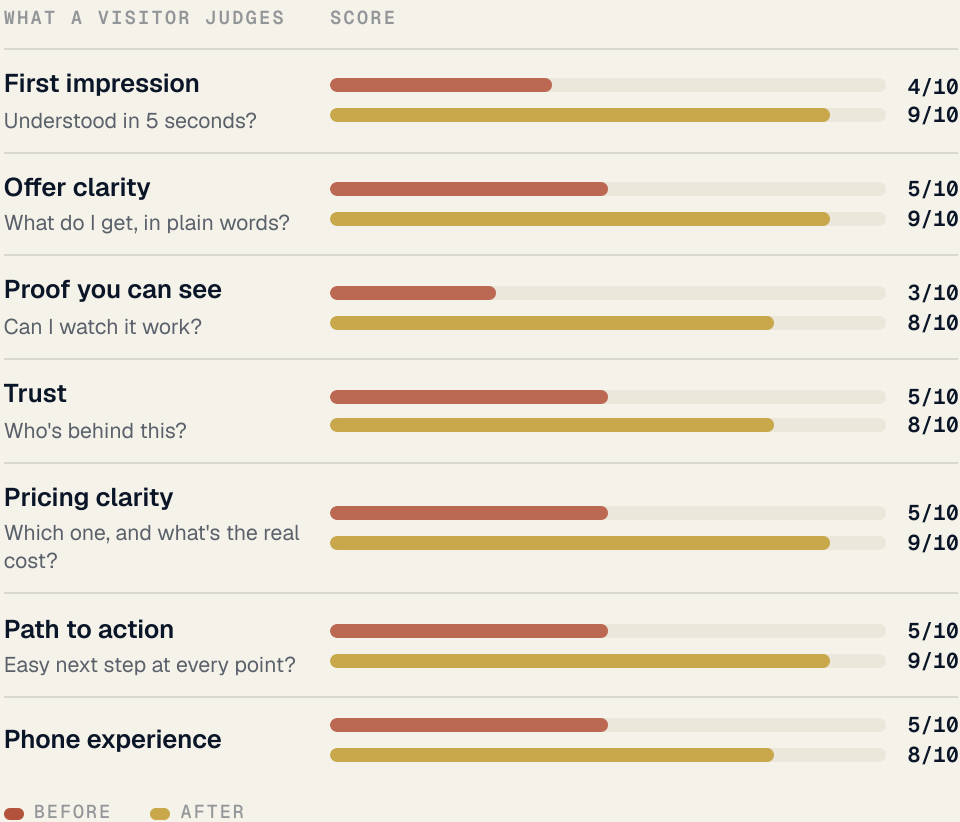


00 THE SHORT VERSION

It was clear. Now it *sells* — without a single hype line.

The first version explained the idea well but asked visitors to do the work: watch five minutes, match problems to fixes, and pick between three similar plans. The new version answers each question a skeptical owner has, in the order they ask it.

- 1 The first screen now says **who it's for, what they're losing, and what to do next** — before anyone presses play.
- 2 Every problem sits next to **its fix, a real photo, and what it costs**.
- 3 **One plan with the setup fee stated up front** replaced three look-alike tiers.
- 4 **A real person with a real background** now stands behind the offer.

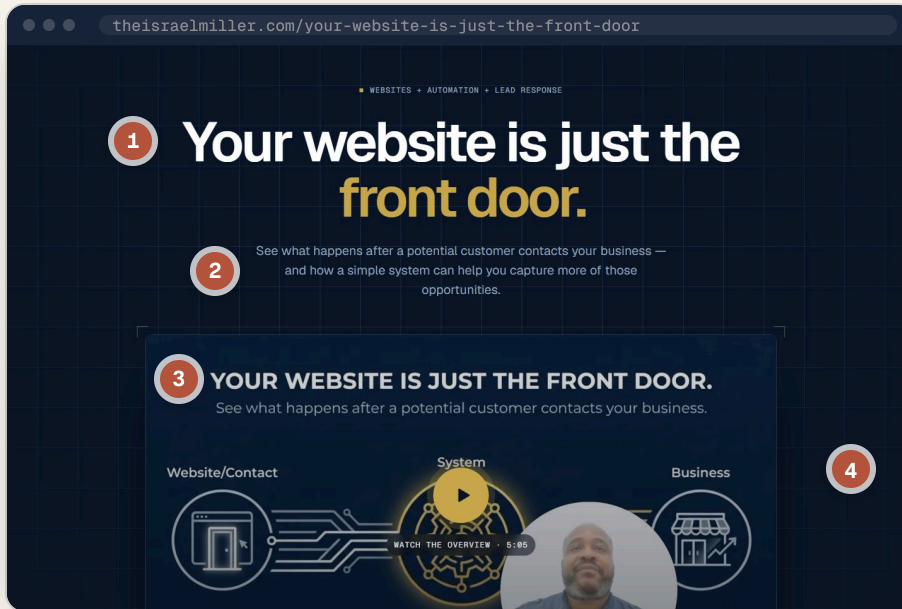


Scores are our judgment against the checklist in this report, not a measured statistic.

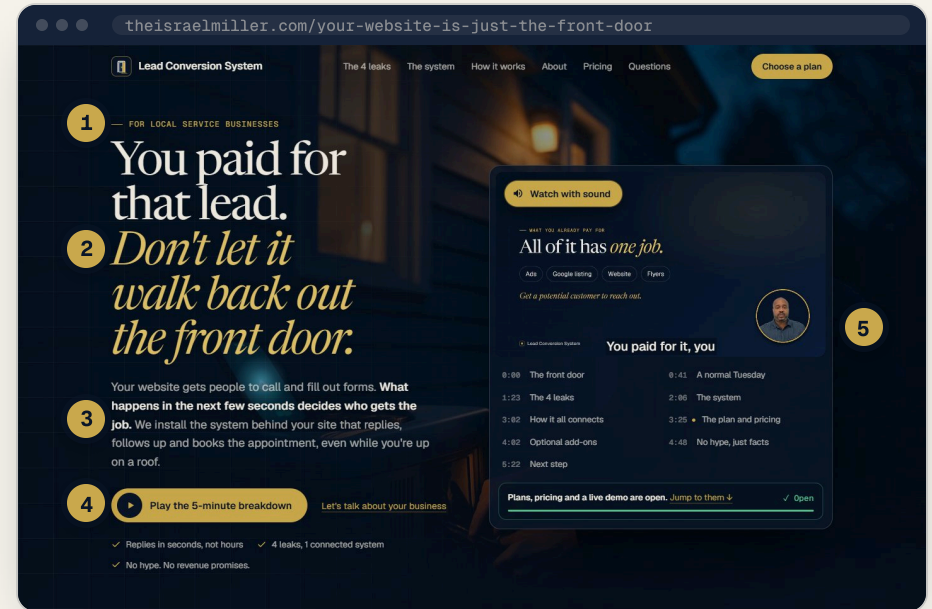
From a clever line to a *money* line.

This is the only screen most visitors see. It has to work even if they never press play.

BEFORE



AFTER



- 1 Memorable idea, but it doesn't say **who it's for** or **what they're losing**.
- 2 Low-contrast subhead with vague words ("a simple system").
- 3 The video thumbnail repeats the headline instead of adding to it.
- 4 **No button on the first screen** — the only action is a 5-minute video.

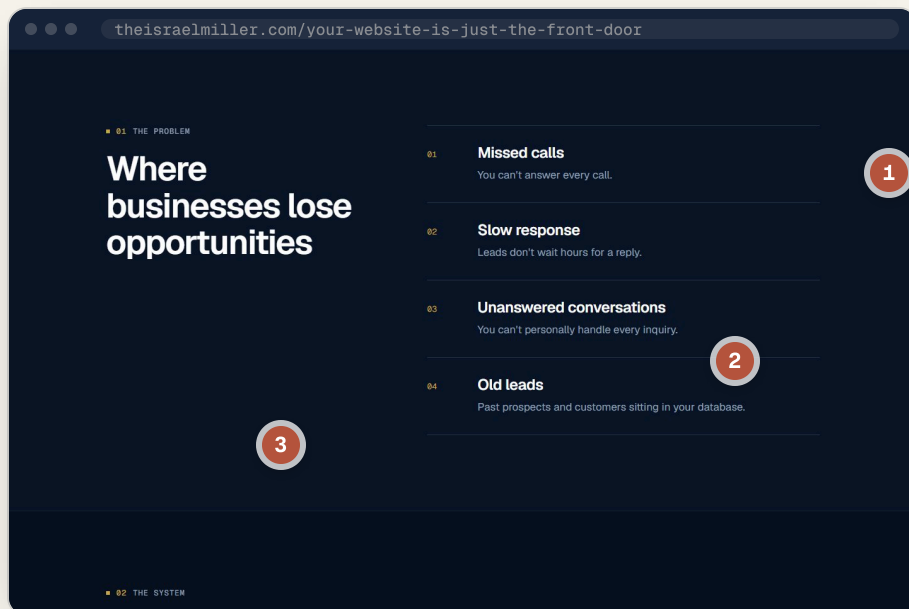
- 1 Names the audience: *for local service businesses*.
- 2 Ties the metaphor to money they already spent: "*You paid for that lead.*"
- 3 Plain-words subhead with a picture the owner recognizes: *up on a roof*.
- 4 Two paths: watch the breakdown, or just talk.
- 5 Video sits beside the headline with chapters and says exactly when plans open.

WHY IT MATTERS

Visitors decide in seconds whether to stay. A line about money they already spent lands harder than a metaphor alone — and a visible button catches people who won't watch a video.

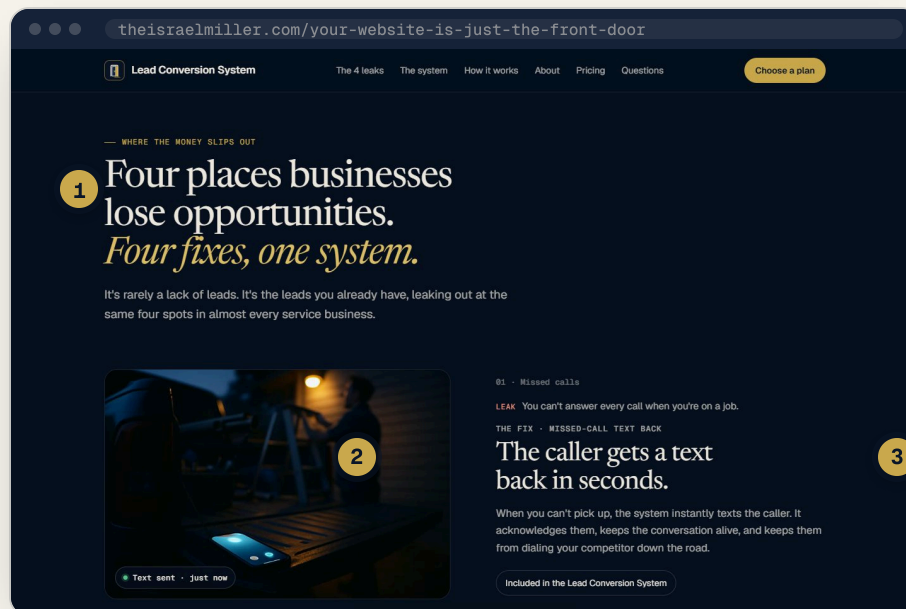
Problems now come *with their fixes*.

BEFORE



- 1 Four problems in three or four words each — no money or moment attached.
- 2 No pictures and no fix beside them: readers must match problems to solutions two sections later.
- 3 Half of the screen is empty.

AFTER



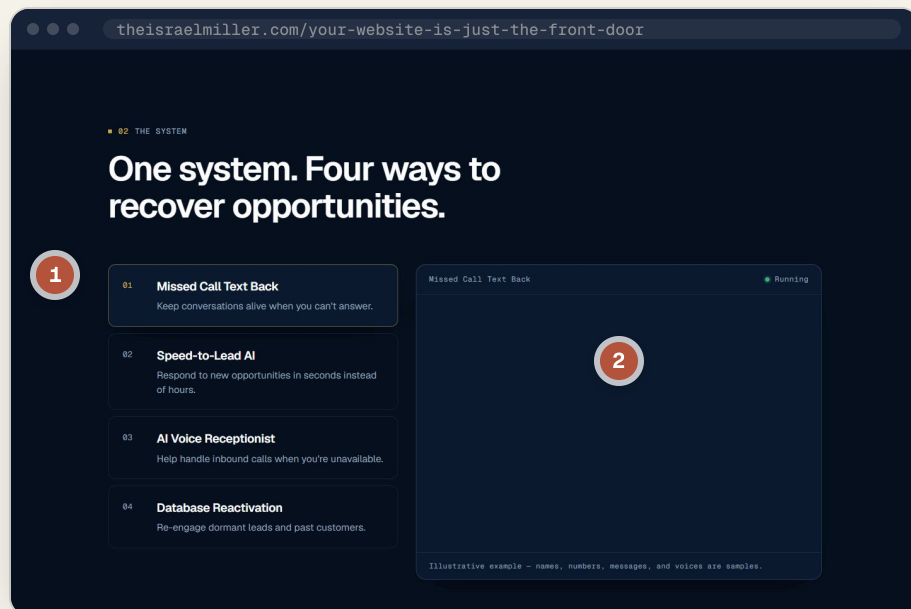
- 1 Headline promises the structure: *four leaks, four fixes, one system*.
- 2 A real photo of the exact moment the lead is lost.
- 3 Leak → fix pair in plain words, with **what plan it's included in**.

WHY IT MATTERS

People buy fixes to problems they recognize. Showing the problem, the fix and the price together removes the mental work that makes people leave.

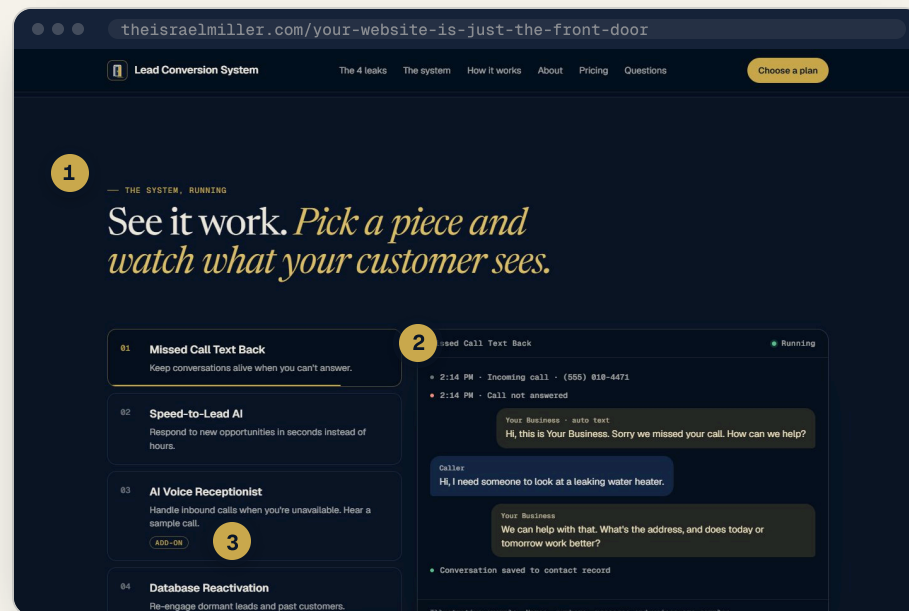
From a feature list to *watching it work*.

BEFORE



- 1 Product names ("Speed-to-Lead AI", "Database Reactivation") a plumber may not know.
- 2 In our test the demo box **stayed empty**, even after 7 seconds on screen.

AFTER



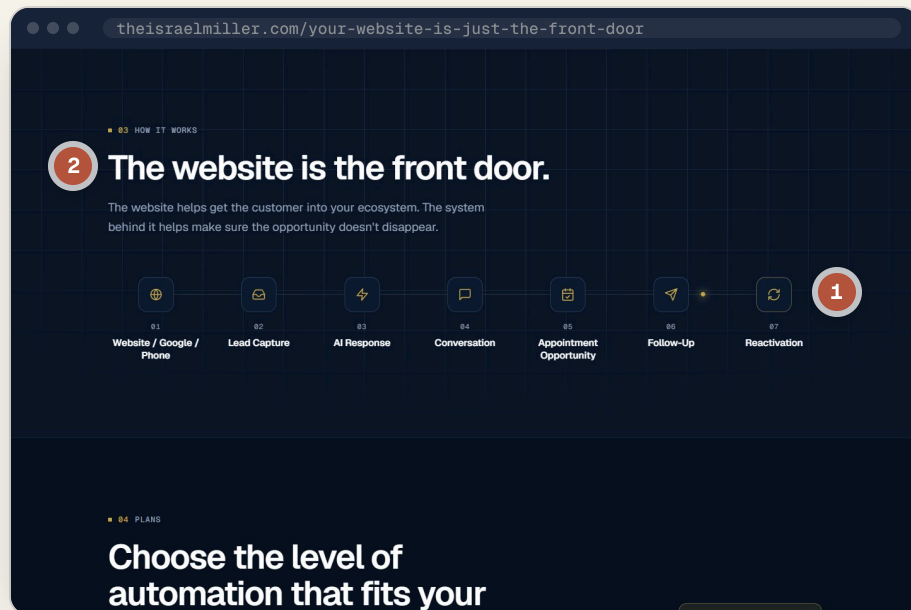
- 1 The headline invites action: *pick a piece and watch what your customer sees*.
- 2 The demo plays the real conversation a customer would have — call, text, reply.
- 3 A sample call you can listen to, and add-ons clearly tagged.

WHY IT MATTERS

Seeing the system respond is stronger proof than any claim. It shows the owner what their customers will experience without promising results.

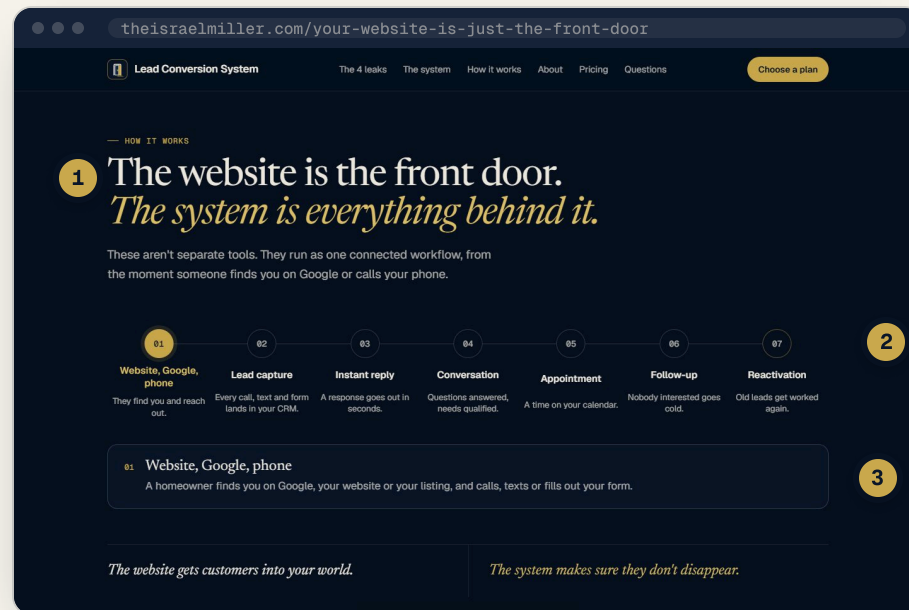
Seven steps an owner can *actually read*.

BEFORE



- 1 Seven tiny icons with one-word labels; nothing explains what happens at each step.
- 2 The heading repeats the page headline instead of moving the story forward.

AFTER



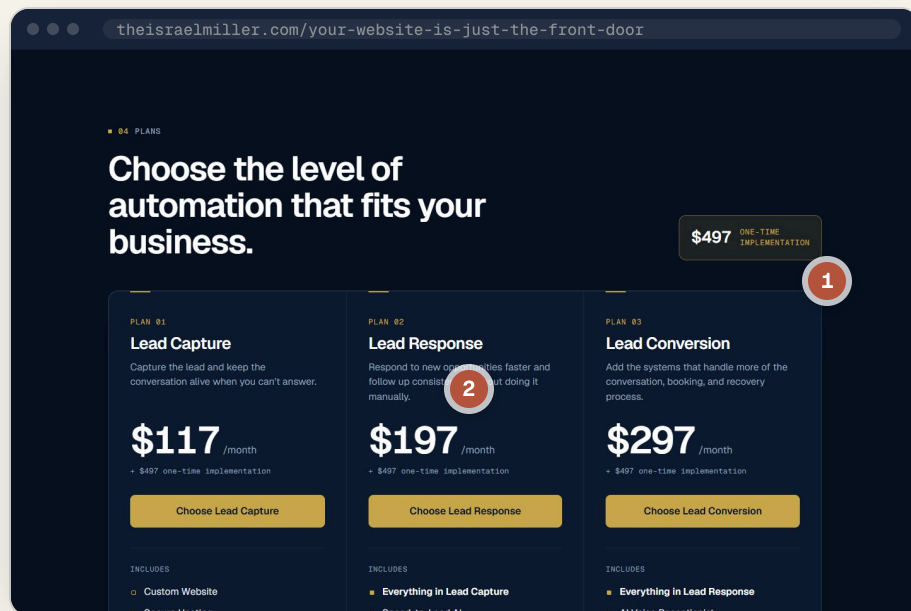
- 1 The heading finishes the idea: *the system is everything behind it*.
- 2 Every step has one plain sentence; steps light up as you scroll.
- 3 A detail card explains the selected step in the customer's terms.

WHY IT MATTERS

When owners can picture each step, the price stops feeling like a mystery and starts feeling like a list of work being done for them.

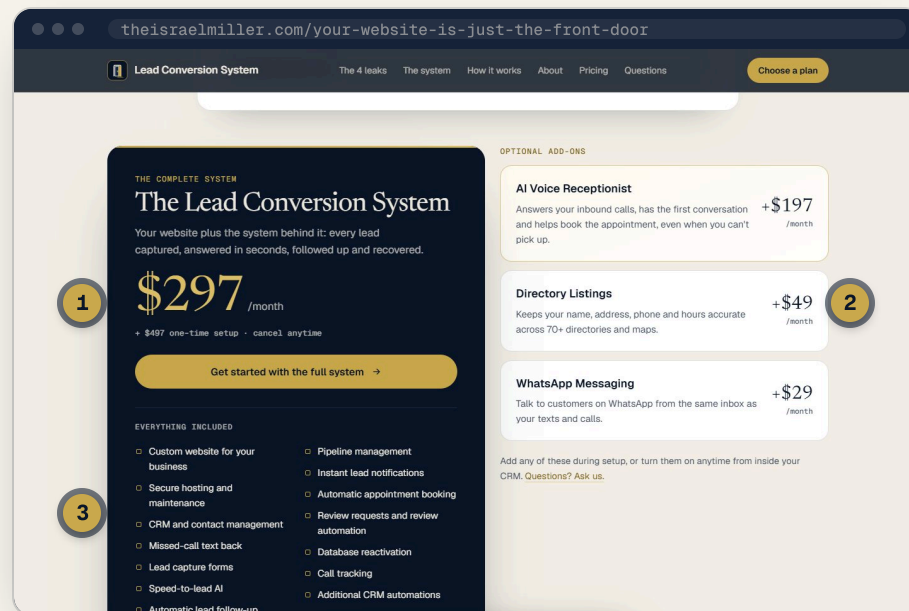
One plan. *The setup fee up front.*

BEFORE



- 1 The \$497 setup fee sits in a small badge off to the side.
- 2 Three tiers with near-identical descriptions — the owner has to guess what level of automation they need.

AFTER



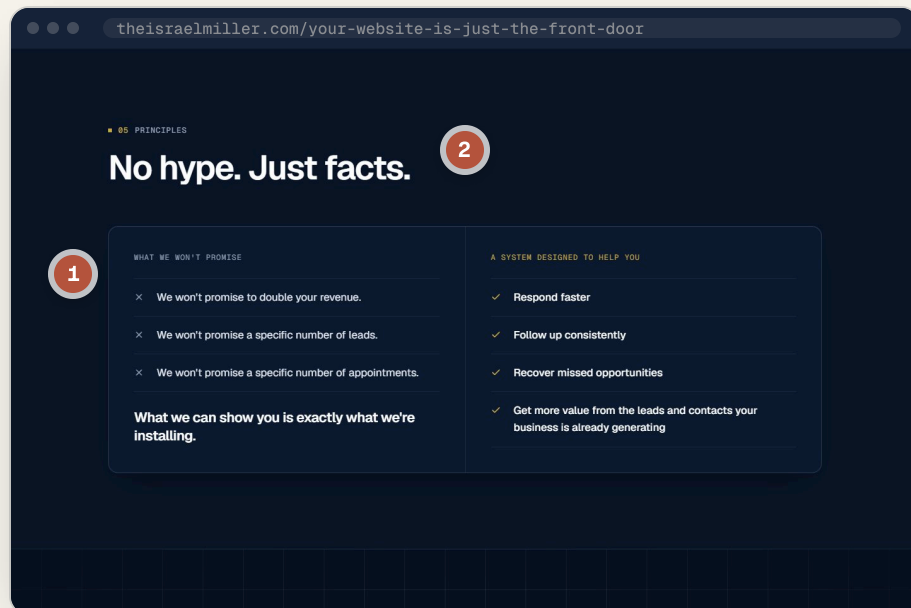
- 1 One plan with the full price and **setup fee stated right under it.**
- 2 Add-ons listed separately with flat prices, turned on anytime.
- 3 Everything included, spelled out.

WHY IT MATTERS

Surprise fees kill trust at the worst moment. A single clear plan, plus a short quiz for people who aren't sure, makes the decision yes or no instead of *which one?*

Honesty is good. *A person is better.*

BEFORE



- 1 The honest "what we won't promise" list was strong — we kept it.
- 2 But no face, name or background anywhere on the page.

AFTER



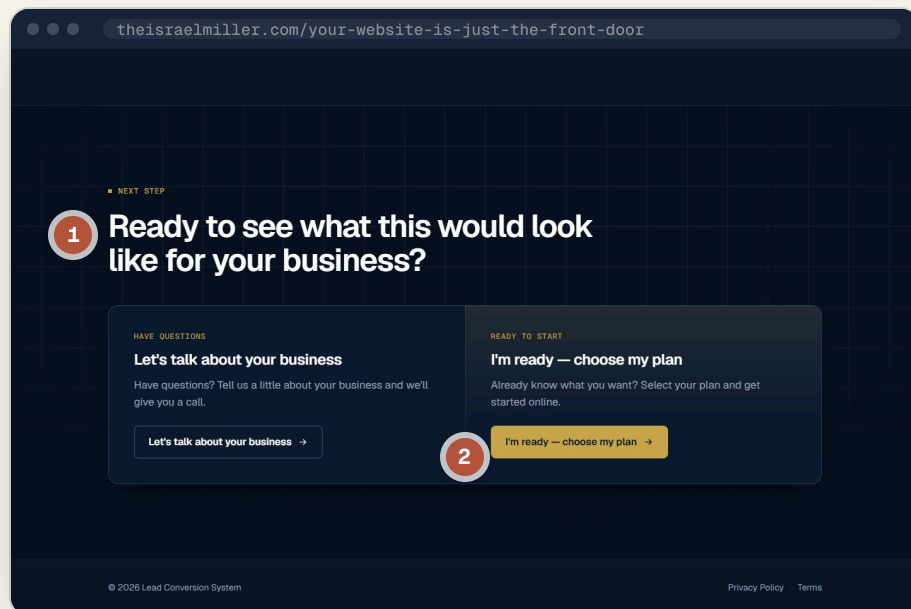
- 1 A real photo of the founder.
- 2 A real background: 25 years building systems for the U.S. government.
- 3 Quick facts a skimmer can read in a second.

WHY IT MATTERS

Local owners buy from people. A name and a relevant background answer the silent question *"who am I trusting with my leads?"*

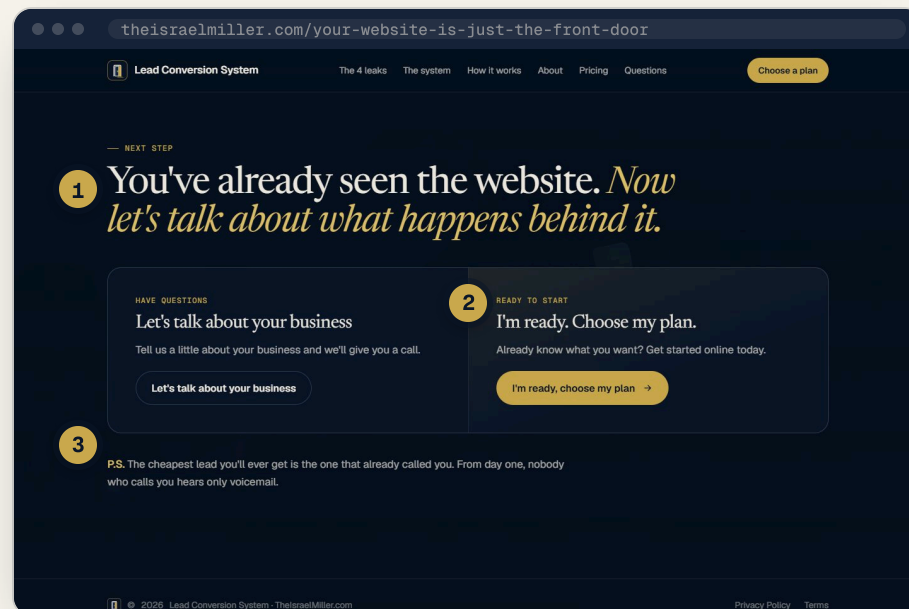
A new ending, *not a repeat.*

BEFORE



- 1 A generic closing question.
- 2 Two paths (talk or buy) were right — we kept the structure.

AFTER



- 1 The headline pays off the whole page: *now let's talk about what happens behind it.*
- 2 The same two paths, with stronger contrast.
- 3 A P.S. for readers who skip straight to the bottom.

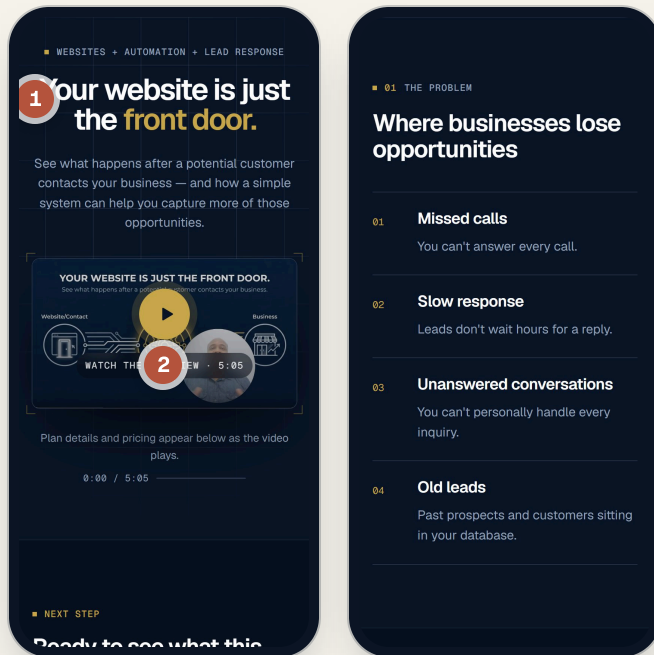
WHY IT MATTERS

Many visitors scroll straight to the bottom. The last screen has to restate the offer and make the next step obvious.

Most owners will see this *on a phone, between jobs.*

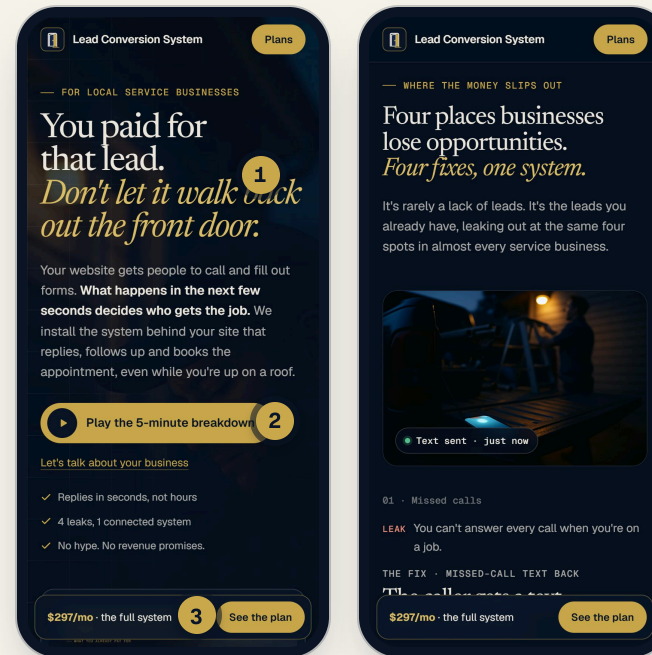
Phone screenshots at iPhone size, same moment on both pages.

BEFORE



- 1 Clear headline, but the subhead is long and vague.
- 2 The first screen ends on the video — no button to tap.

AFTER



- 1 Audience, money headline and plain subhead fit on the first screen.
- 2 Large, thumb-sized buttons.
- 3 A slim price bar follows the reader: *\$297/mo · See the plan.*

WHY IT MATTERS

On a phone there's room for one idea and one button per screen. The new layout gives each screen one job.

What we measured.

CHECK	BEFORE	AFTER
Fully loaded Time until the page finished loading on a fast connection	1.5 s	0.9 s
Page weight Everything downloaded on first view	75 KB	261 KB
Buttons & links on the first screen What a visitor can act on without scrolling	3	12
Tap-to-call links	0	0
Lead form or booking on the page	Yes	Yes
Video on the page	Yes	Yes
Search description (meta) The line Google shows under your link	Yes	Yes
Social share image The picture shown when the link is texted or posted	No	Yes
Images without descriptions (alt) Accessibility + search	0	0
Sideways scrolling on a phone Should be No	No	No

Both pages measured on the same computer before launch (served locally), so load times are for comparison only. The new page loads more images yet still finishes faster because they're compressed and sized for the screen.

Nothing that was working got thrown away.

● WHAT WE KEPT

- ✓ The *front door* idea — it's memorable, so it stayed and got a money line.
- ✓ The video-first structure and the rule that plans open during the video.
- ✓ The honest "what we won't promise" list.
- ✓ Navy and gold, now with gold used only for actions and key numbers.
- ✓ Two ways to move forward: talk to us, or start online.

● WHAT WE ADDED

- + Story section: a normal Tuesday without the system, minute by minute.
- + Real photography for every leak, in one consistent look.
- + A live demo of what customers see, plus a sample call to listen to.
- + Founder section with a real photo and background.
- + A calculator using the owner's own numbers.
- + One-plan pricing, flat add-ons, and a 3-question fit check.
- + What happens after you sign up, week by week.
- + Straight answers to the hard questions (FAQ).
- + Trade and city personalization from the ad link.



THE BOTTOM LINE

The old page described the system. The new one *shows it, prices it, and puts a person behind it.*

Nothing here promises more leads or more revenue. What it does is remove the reasons a good prospect would leave: confusion, hidden costs, no proof and no face.

01

Watch real visits in Microsoft Clarity for two weeks: where people stop, what they tap.

02

Test one change at a time: headline, button wording, video length.

03

Finish text-message approval (A2P) to switch on the live "text me the demo" feature.

See the live page theisraelmiller.com