The One-Next-Step Checklist

8 checks to give every ready visitor one clear next step

- [ ] **1.** Can you name your one main next step in five words or fewer?
- [ ] **2.** Does the homepage show it on the first screen?
- [ ] **3.** Is the wording identical on every page, button and menu item?
- [ ] **4.** Does every service page end with it?
- [ ] **5.** Does every case study, article or blog post end with it?
- [ ] **6.** Is there a phone number and email for people who won't use a form?
- [ ] **7.** When you squint at the homepage, does only one button stand out?
- [ ] **8.** Do you know where a click on it goes, and who answers it, and how fast?

The One-Next-Step Checklist

Any box you can't tick is a reason a ready visitor might not take the next step. Fix those first.