

The Perfect Website

*Three websites. One business. Three entirely different futures.
Only one of them compounds.*

Same business. Three websites.

Whatever you sell, the first meeting almost never happens in your room. It happens on a screen, in a few seconds, before anyone has spoken to you.

That meeting has three possible versions. This paper walks through all three, then hands over the two checklists we use ourselves.

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I NO WEBSITE AT ALL

You are not being compared.
You are being skipped.

97%

of consumers use online media when researching products and services in their local area.

BIA/Kelsey, User View Wave VII

76%

look for a company's online presence before visiting it in person at all.

Visual Objects, 2021

Absence does not read as modesty. It reads as risk. There is nothing to verify, nothing to price, nothing to show a partner. So the enquiry quietly goes to whoever did show up.



THE AVERAGE WEBSITE

The expensive kind of bad is the one that looks fine.

50ms

is all a visitor needs to form a credibility judgment about a page, and it holds up on longer viewing.

Lindgaard et al., 2006

+90%

bounce probability as load time moves from one second to five. At three seconds it is already up 32%.

Google / SOASTA, 2017

WHAT IT ACTUALLY COSTS

Credibility.

46.1% of people justify their trust in a site by how it looks, not by what it says. A template reads as a template.

Attention.

38% stop engaging with a page when the layout is unattractive, before the offer is ever read.

Ad spend.

Every click you buy lands on the weakest part of the business. The channel gets blamed; the page was the problem.

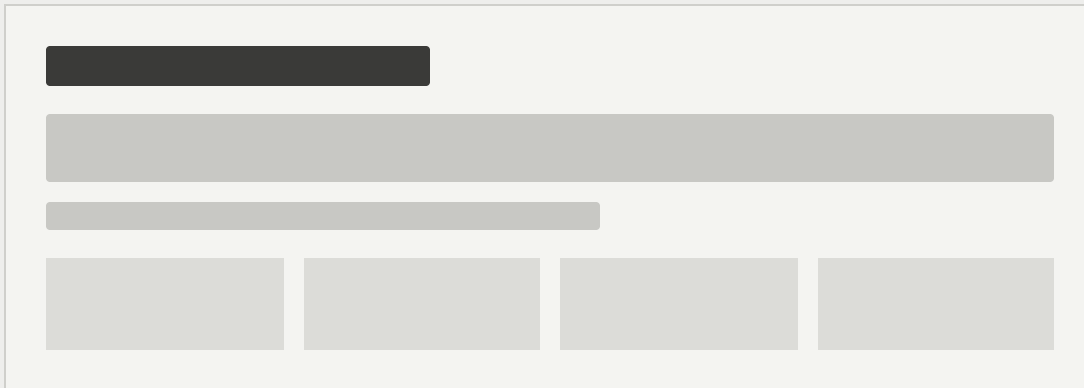
Time.

Vague messaging pushes the qualifying work into your inbox, one repetitive call at a time.

Stanford Web Credibility Project, 2002; Adobe

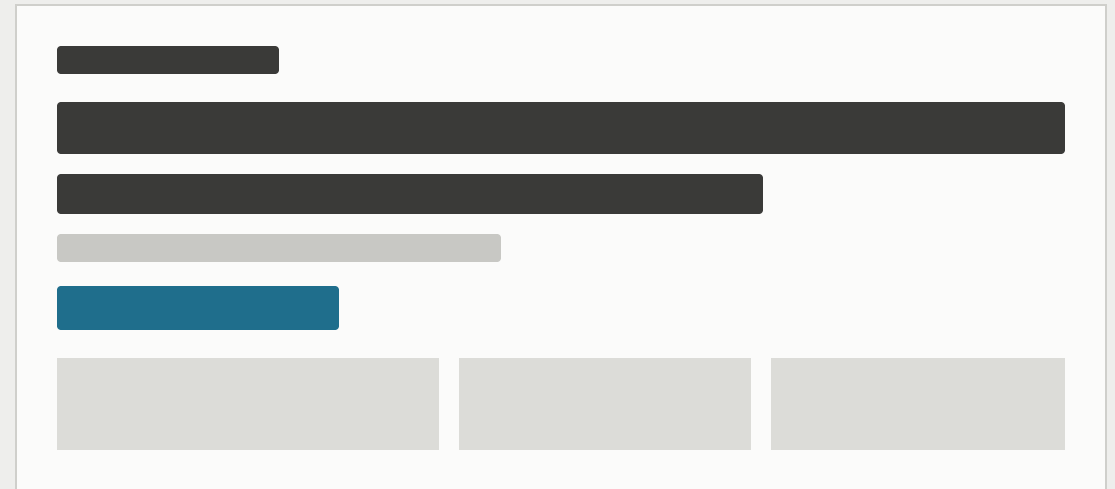
Two homepages, four seconds in.

THE AVERAGE ONE



Five equal menu items, a rotating banner nobody waits for, a headline that could belong to any company in the category, and four identical tiles. Nothing is wrong. Nothing is chosen either.

THE CONSIDERED ONE



One promise, stated in the client's own words. One action, repeated where the decision happens. Proof placed where doubt arrives. Two menu items, because two is all the page needs.



THE PERFECT WEBSITE

Quiet, fast, and unmistakably yours.

HOW IT BEHAVES

It answers before it asks.

What you do, who it is for, what it costs to begin, all settled in the first screen.

It sounds like you.

Language taken from how your best clients already describe the work, not from the category's stock vocabulary.

It loads before it is noticed.

Speed is the only part of taste a browser can measure.

It raises everything else.

The same ads, referrals and posts land on a page that finishes the argument. Every channel gets cheaper.

+21.6%

more lead generation form completions from a 0.1 second improvement in load time. Retail conversion rose 8.4% on the same change.

Deloitte for Google, 2020

3×

the conversion rate for B2B sites that load in one second, compared with the same sites at five.

Portent, 100m+ pageviews

IV

TAKE THIS WITH YOU

Five signs a website is quietly losing money.

01 Nobody can repeat your headline back to you.

Read the first screen to someone outside your industry. If they cannot say what you do, the page is decorative.

03 Mobile takes longer than three seconds.

Test it on a phone on mobile data, not on office wifi. Anything past three seconds is measurably bleeding visitors.

05 You cannot name the one action it asks for.

Count the calls to action on the homepage. More than two competing asks is the same as none.

02 Your enquiries all start with the same question.

Whatever people ask first is what the site failed to answer. Pricing and scope belong on the page, not in the reply.

04 The site has never been edited since launch.

A page that has not changed in two years is a page nobody is accountable for. Your offer moved; it did not.

Three or more of these, and the site is not a marketing asset. It is an overhead.



TAKE THIS WITH YOU

What a homepage should actually contain.



Wireframe sketch. Structure only, not a visual design.

- 01 **The promise.** One sentence naming what you do and who for. Plain, specific, and free of category language.
- 02 **The single action.** One primary next step, stated in the visitor's terms, naming what happens after they click.
- 03 **Immediate proof.** Clients, credentials or numbers, placed directly under the promise where the first doubt lands.
- 04 **The three problems you solve.** Framed as the visitor's situation, not as your service list.
- 05 **One piece of real work.** A single case shown properly beats nine thumbnails shown badly.
- 06 **How working together goes.** Three or four steps, with timelines and what a beginning costs.
- 07 **The same action again.** At the bottom, unchanged. The reader who got this far has already decided.

VI

HOW THE THIRD ONE GETS BUILT

Four movements, in this order.

ONE

Strategy first

Before any layout exists: who you are selling to, what they weigh, what you want the page to be responsible for. Design decisions follow from answers, not from a gallery of styles.

TWO

Designed for you alone

Drawn for your business, your proof and your words. Nothing is bought, reskinned or reused. That is the only reason the result can look like nobody else.

THREE

Copy that converts

Written alongside the design, not poured in at the end. Every section earns its place by answering the next question a real buyer asks.

FOUR

A partnership after launch

Launch is the midpoint. What follows is measurement, editing and improvement, with the same person who built it still answering the phone.



The obsessive work of making hard things feel simple.

FOUNDER & LEAD DESIGNER

Siddharth Umathe

Trained in AI at IIT Madras. Now building digital experiences that make businesses impossible to ignore, fully tried and tested with my own money first.

SELECTED WORK

siddharthumathe.com/work

WEBSITE SERVICES

siddharthumathe.com/websites

DIRECT

contact@siddharthumathe.com

If you would like a second opinion on the site you have now, write and ask for one. No pitch, no obligation.