

FREE GUIDE

The Eight Second Test

What a visitor decides in the first eight seconds on your site, and the five fixes that change the answer.



The only question that matters

A first-time visitor is not reading your website. They are answering one question, fast:

Is this for someone like me?

Everything else — your story, your process, your values — only gets read after that question comes back yes. Most sites spend the first screen on the **everything else**.

Run the test on your own site

You cannot judge your own homepage, because you already know what you do. So borrow eyes.

1. Show it for eight seconds

To someone who does not know your business. Then take it away.

2. Ask three questions

What do they do? Who is it for? What would you do next?

3. Repeat with three people

One person is an anecdote. Three is a pattern, and the pattern will be obvious.

If they hesitate on any of the three, that is your problem. Not the design, not the colours — those three answers.

Fix 1 — Say what you do in six words

Not a slogan. A sentence a customer would recognise as their own problem.

Instead of	Write
Innovative solutions for modern business	We fill empty restaurant tables
Transforming the way you work	Your quotes, sent in 20 minutes
Your partner in digital growth	We answer your customers at 2am

The test

Could a competitor put their logo on your headline and have it still make sense? If yes, it says nothing.

Fix 2 — Name the customer out loud

«For businesses» excludes nobody and attracts nobody. «For restaurants with under fifty covers» makes the right person feel found and lets the wrong one leave quickly — which is **a feature, not a loss**.

If you serve three types of customer, say the three. A visitor scanning for their own kind will find it.

Fix 3 — One proof, high up

Not a testimonials page. One piece of evidence in the first screen:

- A number: used by 40 restaurants
- A name they recognise
- A concrete result: from 3 days to 20 minutes

Proof placed below the fold is proof nobody sees, because the decision already happened.

Fix 4 — Make the next step small

«Contact us» asks for commitment before trust. Offer something smaller: see a 3-minute demo, get the checklist, check availability.

One primary action per screen. Two buttons of equal weight is the same as none — the visitor has to choose, so they choose to leave.

Fix 5 — Cover the hours you are not there

40% of enquiries arrive outside working hours. Evenings, weekends, the gap between closing and opening.

A form that replies «thanks, we will get back to you» is not an answer — it is the start of a wait. By the time you write back at 11am, they have asked two other places.

What works at 2am: the actual answer when it is answerable, a real next step they can take alone, and an honest flag on what needs a person and when that person arrives.

What to cut

- The carousel that rotates before it can be read
- «Founded in 2019» above what you do
- Stock photos of people in a meeting
- A cookie banner that covers the headline
- Autoplay video with sound

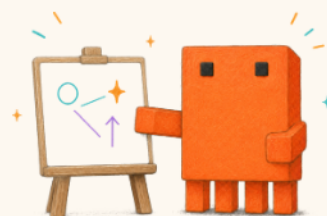
The order to fix them in

Order	Fix	Effort
1	Headline	One afternoon. Biggest change
2	Proof	You already have it, it is in the wrong place
3	Next step	Usually just deleting two of four buttons
4	After hours	The one that needs a system
5	Cutting	Last — it is the easiest to argue about

The first three are copy and layout. If you do only those, the test result changes.

Then run it again

Same method, three new people. If the three questions now get answered without hesitation, you are done — and no amount of redesign would have done more.





Want us to **run it?**

We do a free Process Diagnosis, and the website is part of it: we run the eight-second test with fresh eyes, show you where the enquiries are leaking, and tell you what to fix first. No cost, no commitment.

Comment WEB

on any of our posts, or send us MAP by direct message.



Sinsajo Creators — Architects of Business. We build AI systems where your brand and your operations work as one: practical automation your team actually uses, always with a human in control.



WHO WE ARE

Sinsajo Creators

ARCHITECTS OF BUSINESS

We build AI systems where your brand and your operations work as one: practical automation your team actually uses, always with a human in control.

Process Diagnosis

We map how your team actually works and tell you the three processes worth automating first. Free.

AI Agents

Systems that answer, book, quote and follow up — you approve before anything ships.

Content & Brand

Video, carousels and guides that bring the right customers to the door.

Send us MAP by direct message for a free Process Diagnosis.

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