

Service Business Homepage Wireframe

Best for: Clinics, coaches, consultants, salons, and local services.
Use it for: A simple homepage map that turns attention into inquiries.

How to use this

Print it, mark it up, and keep it beside the build. The goal is not to become a web strategist. The goal is to stop small missing decisions from eating the launch day.

Above the fold

[] What you do, who it is for, where you serve.

[] One trust signal.

[] One visible CTA.

Proof path

[] Client logos, reviews, before-after, credentials, or result snapshots.

[] Short process so buyers know what happens next.

[] FAQs that answer price, timing, preparation, and fit.

Conversion path

[] CTA after hero, service section, proof, FAQ, and footer.

[] Phone/email/calendar works on mobile.

[] Analytics tracks CTA clicks and form submits.

Next step

If you want the site done with you instead of by you, book a free intro call at niyalo.com. Bring this worksheet and we can tell you quickly whether a one-day Sprint fits.

30-minute action plan

Do this before you hand the project to anyone. The point is not to finish the whole website. The point is to remove the decisions that slow the website down.

Priority	Decision or task	Owner	Due
1	Above the fold: What you do, who it is for, where you serve.		
2	Above the fold: One trust signal.		
3	Proof path: Client logos, reviews, before-after, credentials, or result snapshots.		
4	Proof path: Short process so buyers know what happens next.		
5	Conversion path: CTA after hero, service section, proof, FAQ, and footer.		
6	Conversion path: Phone/email/calendar works on mobile.		

What usually breaks the launch

- [] No single decision-maker.

- [] Missing assets scattered across chat threads.

- [] A CTA that changes halfway through the build.

- [] A first version trying to behave like a six-month roadmap.

Build-day notes

Use this page for decisions, assets, blockers, and questions during the sprint. If a row stays blank, it probably was not ready.

Decision or asset	Owner	Done