

Website Copy: A Clearer Small-Business Homepage

BEFORE & AFTER | WEBSITE MESSAGING

Sample brief

Fictional business Tidy Shelf offers in-person home-organizing sessions. The supplied service scope includes sorting, deciding what to keep, and creating simple storage routines. No credentials, testimonials, or results are assumed.

Before | generic homepage copy

Welcome to Tidy Shelf. We provide quality organizing solutions for all your needs. Our mission is to deliver excellent service and exceed expectations. Contact us today to learn more.

After | hero

Make room for the way you live.

Practical home-organizing help for closets, kitchens, and everyday spaces. We work alongside you to sort what you own and create a system you can use.

Primary button: Tell us about your space

After | service introduction

Start with the space that slows you down.

A crowded closet. A kitchen drawer that never closes. Paperwork spread across the dining table. You do not need to organize the whole house at once. Tell us which space is getting in your way, and we will discuss a focused first session.

After | how it works

1. Share your priorities. Tell us about the space, what is difficult, and what you want to keep accessible.
2. Agree on a plan. We confirm the session scope and price before you book.
3. Work through it together. You make the decisions about your belongings; we help with sorting and a practical arrangement.

After | closing call to action

Not sure where to begin?

Describe one space you would like to make easier to use. We will help you choose a starting point.

Button: Ask about a first session

Editorial decisions

Named the service and customer problem immediately, replaced empty claims with a concrete process, and made each next step understandable. Pricing and availability would need confirmation before publication.