

## Product and Service Page Worksheet

Make your key selling pages work harder. Use this worksheet to write or refine the pages that convert interest into action, whether that's for a product, service, course or membership.

### 1. Headline clarity

Can visitors tell what you offer and who it's for within one scroll?

Prompts:

- - Rewrite your headline in plain language.
- - Does it say what you do or what your customer gets?
- - Would someone new to your business understand it instantly?

### 2. Show the benefit

What changes for your customer after they buy or book?

Prompts:

- - Describe the outcome rather than the feature.
- - Add one short example that shows success or relief.
- - Use everyday words your customer would use, not industry terms.

Example: "Learn to cook Thai food at home with confidence" is better than "Online course for home cooks."

### 3. Add proof

Why should people trust you?

Prompts:

- - Add a review, testimonial, case study or client logo.
- - Check that it's current and relevant.
- - Show what 'good' looks like, not just that you've done it.

### 4. Make the next step obvious

What's the one thing you want people to do?

Prompts:



- - Use one clear action per page.
- - Replace vague buttons like “Submit” or “Proceed” with “Start my trial” or “Book now.”
- - Check that buttons are visible and easy to click on mobile.

### 5. Add comfort near the action

What might make someone hesitate, and can you remove it?

Prompts:

- - Add delivery times, refund details or what happens after payment.
- - Include an easy way to contact you for questions.

Example: Reassurance converts as effectively as persuasion.

### 6. Review and act

Tick off what applies to your page:

- I can describe my offer clearly.
- My page includes current proof.
- My next step is obvious and feels safe.
- My design and tone match how I want my business to feel.
- I've noted one improvement to make this week.

### Priority plan

| Priority | What I'll change | Owner | Due date |
|----------|------------------|-------|----------|
| 1        |                  |       |          |
| 2        |                  |       |          |
| 3        |                  |       |          |

### Tiny check

If you visited your page today as a new customer, would you feel ready to act? If you hesitated, that's the spot to fix first.

Release Notes is a monthly publication from Asporea Digital, helping business owners manage their websites with confidence.

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