MARKETING CLARITY ARCHITECT

Where the clarity points were added

A numbered visual map of the homepage changes. October 10, 2026.

C → A

Latest editorial assessment: 52/57

These are page-layout maps with actual revised excerpts, not full-page screenshots. The earlier descriptions identify gaps in saved versions during the improvement process; they are not a reconstruction of the original C-scored page.

5 **Pain Connection**

Hero: the concern about visits without inquiries

7 **Emotional Activation**

After the patient questions: effort and marketing spending

6 **Future Self Vision**

Before the evaluation CTA: a clearer patient conversation

4 **Offer Clarity**

Offer box: named bonuses and visible value

19 **Structural Persuasion Layering**

Above the price box: client feedback and research link

13 **Risk Reversal**

Beside the button: timing, revisions, and completion terms

Red dot = earlier gap. Blue dot = addressed or strengthened. Matching numbers refer to the original 19-point framework.

Grades describe the message and structure. They do not measure patient inquiries or revenue.

The top of the page

Matching point numbers show where the reader gains clarity, concern, and a picture of the future.

5 Pain Connection

EARLIER GAP

The page needed to make the practitioner's website concern more direct.

5 Pain Connection

ADDED OR STRENGTHENED

HERO
"You're Bringing People to Your Website. Are Enough of Them Contacting Your Practice?"

Placement: the hero identifies the concern before explaining the evaluation.

7 Emotional Activation

EARLIER GAP

The practitioner's effort and spending were not developed in a dedicated section.

7 Emotional Activation

ADDED OR STRENGTHENED

AFTER THE PATIENT QUESTIONS
"You put a lot into your practice."
"You could spend more and still leave the same questions unanswered."

Placement: this connects unanswered patient questions to the practitioner's stakes.

6 Future Self Vision

EARLIER GAP

There was no dedicated picture of better-informed calls and less explaining from scratch.

6 Future Self Vision

ADDED OR STRENGTHENED

BEFORE THE EVALUATION INVITATION
"You want patients to understand how you can help them before they call."

The supporting copy describes listening more, explaining less, and sharing the website with confidence.

The offer and decision

The reader sees evidence, value, and delivery commitments before choosing the next step.

4 Offer Clarity

EARLIER GAP

“Introductory Rate: $2,497”
“A homepage evaluation and rebuild, plus four bonuses.”

4 Offer Clarity

ADDED OR STRENGTHENED

IN THE OFFER BOX
Four bonuses. All included. $1,600.
Total estimated value: $4,100.
Introductory rate: $2,497.

Each bonus now has a name and estimated value: $500, $500, $350, and $250.

19 Structural Persuasion Layering

EARLIER GAP

Client feedback appeared elsewhere, away from this offer box.

19 Structural Persuasion Layering

ADDED OR STRENGTHENED

DIRECTLY ABOVE THE OFFER
“Rodney turned patient insights into a clear message that reflects who we are and how we help.”
Dr. Richard Sowerby

The nearby research link provides more context. The quote supports message work, not booking gains.

13 Risk Reversal

EARLIER GAP

The price box showed payments without the delivery protections beside the button.

13 Risk Reversal

ADDED OR STRENGTHENED

BESIDE THE PACKAGE BUTTON
15-business-day draft target.
Two revision rounds.
Missing agreed deliverables completed at no added charge.

Timing starts after kickoff and required materials. Revisions must be requested within 14 days of the draft.

The rest of the work

Design and reading-flow changes completed during this session.

Logical Pathway - Point 12

Removed the repeated two-step section and a repeated rebuild explanation. Kept one four-step method: evaluate, research, rebuild, recheck.

Logo hierarchy

Made ACQUISITION dominant, kept PATIENT smaller, and aligned BRIDGE at the right. Replaced the standalone logo on the site.

Grade visual

Added the bridge-and-19 mark with a direction arrow. Removed its background. Centered the A and raised a thicker, closer plus sign.

Offer hierarchy

Added a small brand label, headline, bonus-value panel, itemized values, total estimated value, prominent price, and blue package button.

Six-step hierarchy

Made step numbers smaller, lead-in words quieter, and key words larger. Tightened the cards and removed off-edge arrows on phones.

Progress and comparison

Recorded the latest A assessment, 52/57. Added the numbered comparison page and linked it from the homepage grade section.

Five scorecard points remain at 2/3

Proof of Concept; Lead with Contrast; Urgency Drivers; Story-Based Proof; Repetition of Key Points.

This PDF documents the changes. It does not award new points or establish improved conversions. A client case study and measured results remain the strongest next evidence.

View the live comparison: marketingclarityarchitect.com/from-c-to-a