

The 7-Second Website Test

A visitor forms a first impression of your website in about 50 milliseconds, and decides whether to stay within roughly 7 seconds. If your site fails that test, it does not matter how good you are — they are already gone. Here is the exact checklist we run on every site.

1. Pass the "above the fold" clarity test

Before any scrolling, a visitor must instantly understand three things: what you offer, who it is for, and what to do next. One clear headline, one supporting line, one obvious button. If a stranger cannot answer those in 7 seconds, you are losing enquiries.

2. Give one obvious call to action

Your phone number or "book now" button should be visible without scrolling, and repeated down the page. Competing buttons split attention — make the next step impossible to miss.

3. Load in under 3 seconds

Around half of visitors leave a site that takes longer than 3 seconds to load. Compress your images, cut unnecessary scripts and plugins, and test on a phone using real mobile data, not your office Wi-Fi.

4. Show trust signals early

People buy from brands they trust. Put reviews, a guarantee, real photos of your work and concrete results near the top — not buried at the bottom.

5. Design mobile-first

Most of your traffic is on a phone. Tap targets should be big, text readable without zooming, and the most important content and CTA should come first on small screens.

The squint test (bonus)

Squint at your homepage until it blurs. The two things that should still stand out are your core offer and your call to action. If they do not, that is your first fix.

Rather we just did it for you?

These are the same playbooks we run for our clients every day — backed by our pay-only-if-you're-happy guarantee.

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