Fixing Your Website's Message: Clear Headings, Clear Value, Better Results

Most websites don't need a full redesign. More often, they simply need clearer messaging. When visitors can instantly understand what you do and why it matters, they stay longer, take action, and trust you more. Clear messaging also helps Google understand your pages - not just for organic search, but for Google Ads' AI systems too. These fixes offer some of the quickest wins in the entire playbook.

Why Clarity Comes Before Design

You don't need new colours, layouts, or graphics for better results. People don't read websites - they scan them. If your message is unclear, no design tweak will save the page. Before changing the look of your site, fix the words that explain your value.

Your Main Heading (H1) Must Explain Exactly What You Do

Your headline is the most important message on your website. It has one job: **tell people what you do and who you help.** No clever language. No jargon. No guesswork.

The Three-Second Rule

A visitor should be able to understand your service within three seconds. If they can't, your headline isn't doing its job.

Plain English Wins

Clear, direct language always beats clever wording. Simple statements build trust, reduce confusion and increase enquiries.

Strong vs Vague Examples

- **Vague:** "Transforming Digital Experiences"

- **Vague:** "Solutions for a Changing World"

- **Clear:** "Indoor Swimming Pools Designed and Built for Homes Across the UK"

- **Clear:** "Vibratory Finishing Machines and Subcontract Finishing Services"

- **Clear:** "Accountants for Contractors, Freelancers and Sole Traders"

Use Sub-Headings That Guide Different Types of Visitors

Not everyone reads a page the same way. Four common behaviour types appear on most websites:

- **Methodical:** they want detail, structure and clarity

- **Spontaneous:** they skim and look for quick reassurance

- **Humanistic:** they look for stories, testimonials and trust signals

- **Competitive:** they want outcomes, results and strong value

Your sub-headings act like signposts for all four groups. They help people scan the page confidently and find what matters to them.

Good Sub-Headings Boost SEO and Google Ads Performance

Clear sub-headings help visitors, but they also help Google. Well-structured headings:

- show Google exactly what each section is about

- increase relevance for organic search

- help Google Ads' AI understand your landing pages

- improve the match between searches and your ads

This is a simple fix that directly improves both search traffic and paid campaign performance.

Make Sure Every Page Has One Clear Purpose

Each page should have a single aim: request a quote, learn about a service, view a product, book a call. When pages try to do too much, visitors end up doing nothing.

- Remove clutter and distractions

- Keep supporting sections short

- Make the next step obvious

If a page has more than one job, split it into two pages.

Make Benefits Obvious (Not Just Features)

Most websites talk about the business: "we do this, we offer that". Visitors care about outcomes: **what difference will this make to me?**

- Turn features into clear benefits

- Speak directly to the visitor using "you" language

- Highlight results, improvements and value

Clear, benefit-focused messaging also strengthens search relevance by matching the terms people actually use.

Simple Messaging Wins You Can Apply Today

- Rewrite your main headline in plain English

- Add strong sub-headings that explain each section

- Remove jargon and internal language

- Make the value obvious in the first two paragraphs

- Check your page purpose and remove competing messages

These fixes take minutes, not months, and they often outperform full redesigns. Clarity attracts both visitors and Google's AI - and creates instant improvements in engagement and conversions.