

# AN IN-DEPTH EVALUATION OF 13 WEBSITE HEADERS



& WHY THEY WORK FOR WRITERS & CREATIVES



# 1 – 2 – 3 – 4 – 5

That's all the time you have. Five (if you're lucky up to 8) seconds, to make a good first impression on your website.

That's it.

If it's not immediately clear who you are, what you do, and what you offer in 5-8 seconds, most people are going to bounce.

I agree that it's unfair, but it's the way the internet and our brains work.

You may have the most amazing content, but if you don't clearly and persuasively show your user what you're about in that top header of your website, chances are, they won't stay around to try and figure it out.

I've looked at HUNDREDS of websites and blogs of writers, creatives, coaches, and artists, and to be honest, most of them aren't leveraging the top half of their website to their advantage.

Here are the good, the bad, and the ugly, and how they can improve their first impressions.

**CHASE PURPOSE**... NOT MONEY

PURPOSE  
FULFILLMENT  
PROSPERITY

Redefining Wealth for Our Generation





# 1

## **What's Good:**

"Chase Purpose...Not Money"

It's clear that she has a different take on how to view money, work, and purpose. This copy automatically piques curiosity to find out more about what she will teach. In fact, she even says, she's going to "redefine" wealth, so this too is intriguing. The use of the double arrow pointing down in a subliminal effort to keep scrolling to keep learning.

- Not cluttered
- Classy
- Know, like, trust, factor
- Clear brand identity
- Pretty colors and complementary fonts.

## **What Could Be Improved:**

PURPOSE  
FULFILLMENT  
PROSPERITY

Those might be keywords but they get lost between her top headline and bottom sub-headline. I think she'd get more done without those words, and stick with her stronger statements on the top and bottom.

Enter your email below to get your free copy of  
**The Five Things You Need To Do Every  
Morning To Get More Coaching Clients  
In The Next 60 Days**

First Name \*

Email \*

Submit

*No spam guarantee. Unsubscribe any time.*



## 2

### **What's Good:**

It's very clear who the ideal reader is on this site: Coaches! Everything from the name of the site, to the copy indicate who the ideal reader is. It's also very clear what the next action he wants you to take is, subscribe.

His offer is specific and clear, and bolstered by the claim that you'll get more clients in 60 days if you do these five things.

- Uncluttered design
- Know, like, trust factor
- He's smiling, approachable, warm
- Branded look with colors.

### **What Could Be Improved:**

The copy could be edited down significantly to reduce the number of words, and capture attention more quickly. It's unnecessary to write "Enter your email below to get your free copy of." That's obvious.

Instead he could say for his main headline...

Grab My Free Manifesto: 5 Things To Do Everyday To Get More Coaching Clients In The Next 60 Days.





CRAIGWHITE



HOME

ABOUT CRAIG

OFFERINGS ▾

TESTIMONIALS

CRAIG'S BLOG

# REDEFINING PERFORMANCE

EMPOWERING YOU TO RECLAIM YOUR GOLD



EMPOWERING YOU TO RECLAIM YOUR GOLD

I am a High Performance Coach in my 3rd Decade of Service to Men.

# 3

## What's Good:

Everything about Craig's branding is appealing. His logo is simple, but it plays on his name (White in white.) It says what he does...he redefines performance. This still needs a little more explanation and he does that well in the sub-headline: Empowering You To Reclaim Your Gold. It's still not clear what he means by "your gold" but I'm intrigued and I want to keep reading to learn more. It's almost below the fold, but his last sentence is good (and should probably be higher because it tells us more about who he is, who he's targeting, and why he's authoritative in his space).

- Visually pleasing
- Nice photo
- Uncluttered background
- Personally branded

## What Could Be Improved:

Twice above the fold he uses the phrase "Empowering you to reclaim your gold" without defining what that is. I think his sentence "I am a high performance coach in my 3rd decade of service to men" should be what he puts in his subheadline. Consider these alternatives...

REDEFINING PERFORMANCE

Coaching Men on How To Start Winning

Or

RECLAIM YOUR GOLD

Helping Men Redefine Winning





[ABOUT](#) [SERVICES](#) [BLOG](#) [RESOURCES](#) [PORTFOLIO](#) [CONTACT](#)

*Oh hello,* FRIEND

It's time to make  
more money with your  
*words.*

I'll help you get strategically  
sweet-talking, story-driven conversion  
copy & brand messaging.

[START THE PROCESS >](#)



[SUBSCRIBE](#)

[SHOP](#)

[START THE PROCESS](#)



### **What's Good:**

I've been a huge fan of Ashlyn's for years, so critiquing her copy feels like the student correcting the teacher. But I do think there are some things she is missing (keep reading). Obviously, this girl knows copy, and she knows exactly who she's talking to. On the right, you see she writes for creatives. This is enhanced by her use of imagery.

Her headline: "It's time to make more money with your words." That's a powerful statement, and one everyone would say yes to. She has a very personable style to her writing, and that's obvious in her "Oh hello, friend" statement above.

- Clear headline
- Clear audience targeted
- Warm, professional, authoritative
- Know, like, trust (and want to know more)
- Clear CTA (Start the Process: in two places. This also gives the user the idea...ok, this is a "process" and sets expectations right off the bat.)
- Great use of blocking of color and imagery

### **What Could Be Improved:**

I think her sub-headline copy is not easy to read, and I had to read it twice to understand what she's saying. To non-copywriters, they might not know these jargony words "story-driven conversion copy and brand messaging." It's a mouthful. Her use of words "sweet-talking" is fun and playful, but also comes across a little forced. It's also unclear who's words we're using here. Am I learning how to write, or am I hiring her to write for me? It's not clear.

Tom Gilson  
Thinking Christian

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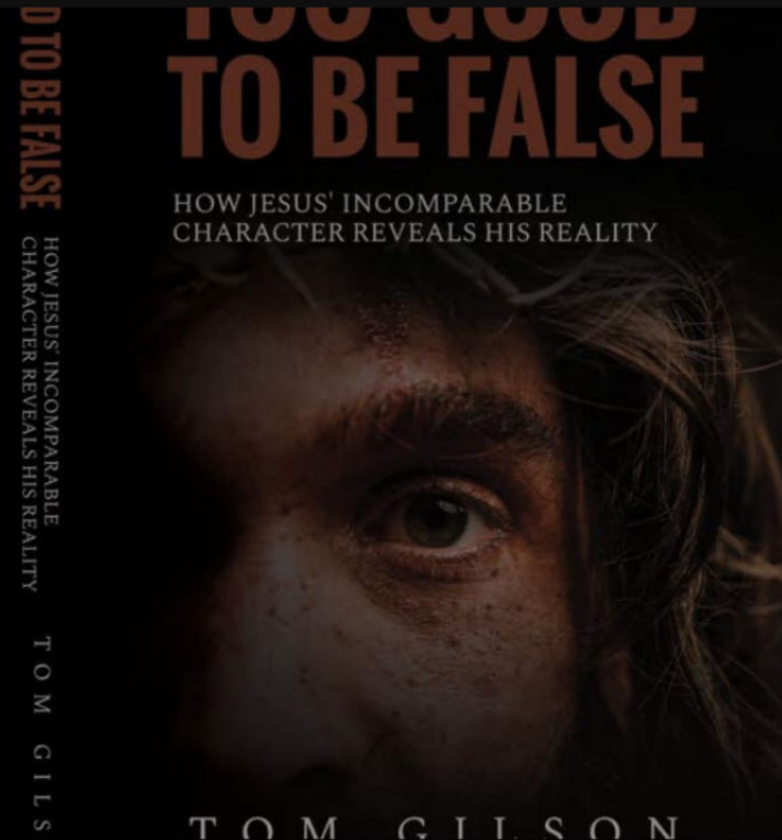
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*Fall in love with Jesus again!*

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**What's Good:**

His headline is strong and clear. "Fall in love with Jesus again!" (Although I don't know why Fall in is italicized and the rest is not?) His two CTA's are clear, however, the different sizes are strange. I like his name with his blog tagline is very clear "Thinking Christian." That could be a play on words to think Christian, and that he's also a "thinking Christian." (I love a good play on words because it causes you to stop and think!)

His book cover to the right is a great picture, and the subheadline of his book title is great. However, you can see that it's not sized correctly for viewing on a desktop and cuts off the top of his great book title "Too Good to Be False."

- Great copy (although not easy to read)
- Design is almost great
- Great blog tagline

**What Could Be Improved:**

This feels really close, but not quite there. The vertical text (which is probably the spine of his book) is unnecessary, and it would be so much stronger if he could fit his whole title, and subtitle on the page. The black background could be really powerful if it blended into the left side more seamlessly.

# In the Mirror of God

Embracing God's Word, Conquering and Enjoying Life

HOME ▾

LEARNING THE BIBLE

SPIRITUAL GROWTH

CHRISTIAN LIVING

ONLINE COURSE

NEW BOOK

BIBLE STUDY RESOURCES

***Helping Women Embrace God's Word, Conquer and Enjoy Life!***

[Learn More](#)

**What's Good:**

This header is great because it tells you exactly what this website is about, and your eyes immediately go to the headline: Helping Women Embrace God's Word, Conquer, and Enjoy Life!

That is a value-benefit headline. It tells us exactly who the audience is (women) and what they are getting from this site. The top menu bar is clear and it's obvious what they offer.

- Good use of imagery
- Good headline
- Clean navigation

**What Could Be Improved:**

The logo is a little odd because it talks about a mirror, but it's an open book. I get that the book is the mirror, but this could be improved and made more interesting through the better-designed logo. The logo also takes up a lot of space at the top and pushes the fold-down too low, so a better option would be a smaller logo at the top and not give too much white space. Also, the tagline of the logo is also the same as the headline. Perhaps they could explain the "mirror" more in their tagline?

I think the CTA could be more interesting. Instead of making me work to figure out what it is you do, tell me in the CTA and give me a compelling reason to click. What's in it for the reader? What are they going to get?





# Tri-perspectival Theology for the Church

John Frame and Vern Poythress have taught faithful, biblical, edifying theology to the church for decades. This site shares many of their articles and books.

[ABOUT JOHN](#)

[ABOUT VERN](#)



*John and Vern have taught at...*



## What's Good:

I really like the “tri-perspectival” play on words and logo. I don’t know what it means “tri” when there are two of them featured here, but it’s intriguing and I’d be willing to dig a little deeper to find out. Their headline is clear and tells you exactly what to expect from reading more about this site.

- Good logo
- Good play on words (although unclear)
- Good headline with clear expectations of what’s inside
- Obviously, these guys are experts in their field

## What Could Be Improved:

Explain what tri-perspectival means early on in the header. It would be great if they were both wearing glasses, as that would carry the theme across even better. The design could be improved with a better set of pictures (or at least with a more continuous color). The picture on the left is yellow and warm, and the picture on the right is blue and cool. These guys are probably super smart theologians who don’t have time for web design critiques, but I think we can learn from them anyway. I give them a solid B.



CHRISTIANITY COVE

powered by teach

Adults

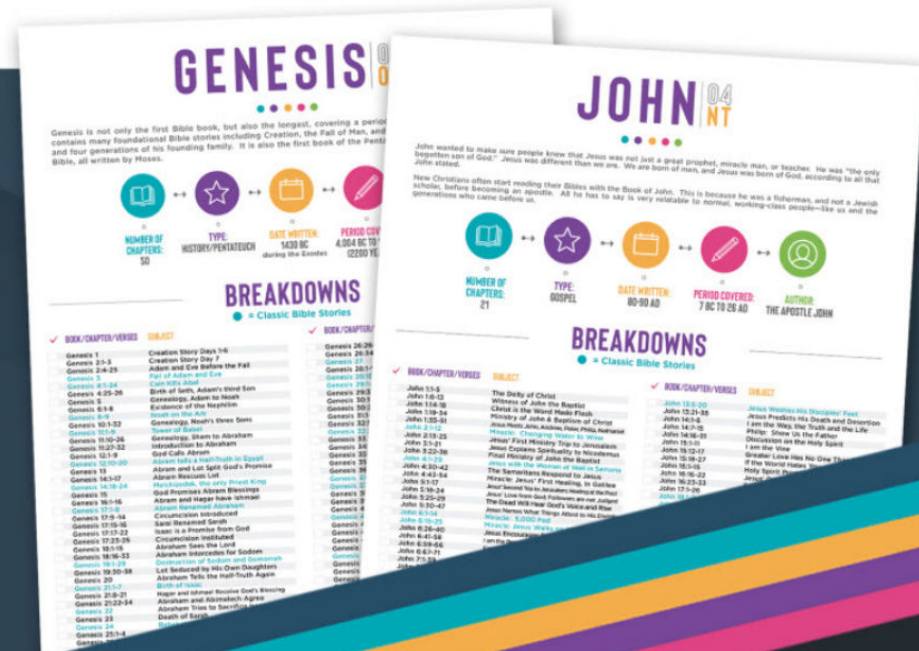
Teens

Kids

Spanish

# BIBLE BREAKDOWNS

CHAPTER-BY-CHAPTER SUBJECT SUMMARIES



LEARN MORE





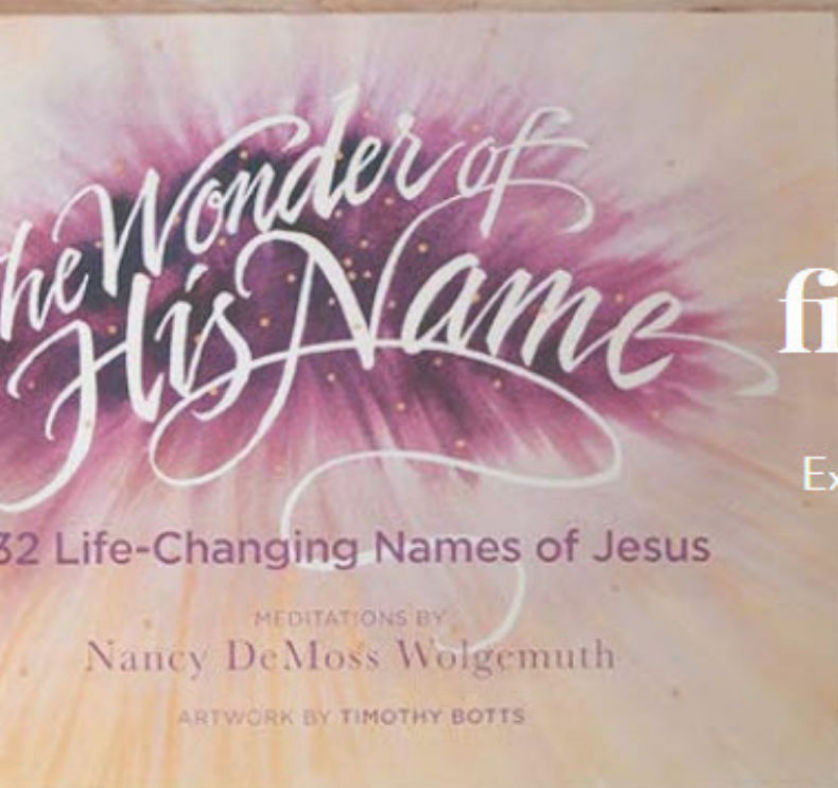
## **What's Good:**

I love this one so much, and it's hard for me to find much wrong with it. I can tell this is for kids (or at least Sunday School teachers) based on the menu bar, and their design and their copy work hand-in-hand. "Bible Breakdowns" is clarified with "Chapter-by-Chapter" subject summaries. Plus the addition of the pictures of the breakdowns clarifies it even further if you were somehow unsure.

- Good headline
- Beautiful design
- Branded colors, fonts, playful
- Clear CTA

## **What Could Be Improved:**

The only thing it's missing is a value add. What benefit would this have to me to have a Bible breakdown? However, while that could be added, it's not always necessary because I can imagine the value based on the images.

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# Seek the names of Jesus; find the heart of your King.

Explore thirty-two of the life-changing names of Jesus in *The Wonder of His Name* by Nancy DeMoss Wolgemuth.

[Get Your Copy](#)

**What's Good:**

Revive Our Hearts is reviving my hope in web design and copy with this header. Clearly, they want to sell us something, but they've done it without being sales-y.

The beautiful image is enhanced with clear copy. "Seek the names of Jesus; find the heart of your King." What a beautiful description that also gives us the value-added at the same time. (We find the heart of God!)

Plus the CTA is clear and very direct. Click this button and get one of these beautiful books for yourself.

- Beautiful imagery
- Clear, persuasive, copy
- Value proposition made (learn the heart of your King)
- Great CTA

**What Could Be Improved:**

There is a little redundancy in the sub-title of her book and the sub-title of the header, but I think it works. I wonder about the word "Seek"? Is that the best word here for a reader? It seems like work for the reader, and is that what they want to convey? Maybe a better word would be discovering or uncovering? Just some thoughts...but this is a solid job by Nancy and her team.



MINISTRY

RESOURCES



CONNECT

EVENTS

# GOING BEYOND

## M I N I S T R I E S

TEACHING THE UNCOMPROMISED TRUTH OF GOD'S  
WORD SO THAT OTHERS MIGHT KNOW HIM  
AND EXPERIENCE HIS POWER

[Learn More](#)

## What's Good:

I love the headline: "TEACHING THE UNCOMPROMISED TRUTH OF GOD'S WORD SO THAT OTHERS MIGHT KNOW HIM AND EXPERIENCE HIS POWER"

That tells us exactly what the site is about, and it also gives us the value added at the same time.

- Copy is highlighted and complemented by the imagery
- Love the easy navigation bar
- Great use of typography (all of them go well together)

## What Could Be Improved:

What is emphasized here is the ministry name, not what they do (based on the size of the text). Then we have the "GB" logo directly above the ministry name. I wonder if "Going Beyond" would be better above the image and making the headline bigger? Show your audience who you are by showing them what you do for them. It's a subtle change that may make a difference. Other than that, this is a great header.



The American Association  
of Christian Counselors

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# GROWING STRONGER EVERY DAY

THE WORLD'S PREMIERE &  
LARGEST FAITH-BASED  
MENTAL HEALTH ORGANIZATION

[BECOME A MEMBER TODAY](#)

[RENEW](#)

[REGISTER FOR FREE WEBINAR](#)

## CARE AND COUNSEL TOOLS



## What's Good:

Obviously, this is not a blog for writers or creatives, but a site for counselors. But their use of headline copy and images is good."Growing Stronger Every Day."

It could be a play on words for both the counselor or the counselee. Their subheadline of who they are builds on the trust factor. Even their 3 CTAs work and are clear to the user.

- Image enhances copy
- Branded and authoritative
- Clear CTA

## What Could Be Improved:

I wonder if the present-tense active verb "Growing" is the best choice here? Changing the word to "Grow" it implies that the AACC will help you grow stronger every day and that the user should become a member in order to grow.



# Quit Porn. Live Your Best Life.

Covenant Eyes helps you live porn-free with confidence.



[Get Started](#)

Find freedom for \$16.99/month.



Try it for 30 days. [Learn more](#)



## What's Good:

The headline: Quit Porn. Live Your Best Life. is full of meaning and packs a powerful punch. Do you know how hard it is to convey so much meaning in just 6 words? It's very difficult, but they've done it! Plus the subhead, "Covenant Eyes helps you live porn-free with confidence." This is also brilliant. It tells us exactly what they offer, and the value/benefit is that you can use them and live with confidence that you're not going to accidentally (or purposely) see porn. There is a video behind the heading as well, so that will keep users engaged on the site for a longer period of time.

- Brilliant copy
- Use of video
- Great image shows who they are primarily targeting (a very human interaction)
- Get Started is a good CTA here vs. learn more (which is more work for the user)
- Also, it's right at the fold is the price and their money-back guarantee is visible and instills trust

## What Could Be Improved:

Nothing. I think this is pretty close to perfect for a product site.



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# Equipping Christians to Think Biblically in a Secular Culture

**WORLDVIEW. APOLOGETICS. CULTURE. PARENTING.**

[LEARN MORE](#)

[NATASHA'S BOOKS](#)

## What's Good:

I don't know Natasha Crain, but I know exactly what she does based on this header. She's targeted her audience clearly, and tells us what she's offering "thinking biblically." Her use of sub-heading adds even more clarity of the topics she's going to discuss (Worldview. Apologetics. Culture. Parenting.) I can also tell she's an author so that builds her credibility.

- Great use of branding (logo, colors)
- Clear headline and subheadline
- Know, like, trust factor with smiling picture
- Established authority (link to books)

## What Could Be Improved:

She could improve on the "why" of her headline. Why do Christians need to be equipped to think biblically in this culture? What is the outcome? How can she help us realize that outcome? What is she really offering? It's not totally clear.

I think she's playing off the puzzle theme, which most of us can relate to. She could be more explicit with that in her copy. "I help you pull all the pieces together to live victoriously in this secular culture."

# FREE BONUS OFFER

Sometimes you can DIY your site and make the improvements yourself. If this is the case for you, BRAVO! But if you need an outside set of eyes, you can always work with me! Are you ready to take that next step?

Because you've taken the time and energy to subscribe and read this far...I have a SPECIAL OFFER for you.

Send me a screenshot or a video of your website header and I'll do a FREE analysis and tell you what you're doing right, and where you might see improvement with tweaks to your copy and design.

So easy!

Send it to [cara@cara-ray.com](mailto:cara@cara-ray.com) and I'll reply with an email or video just for you!