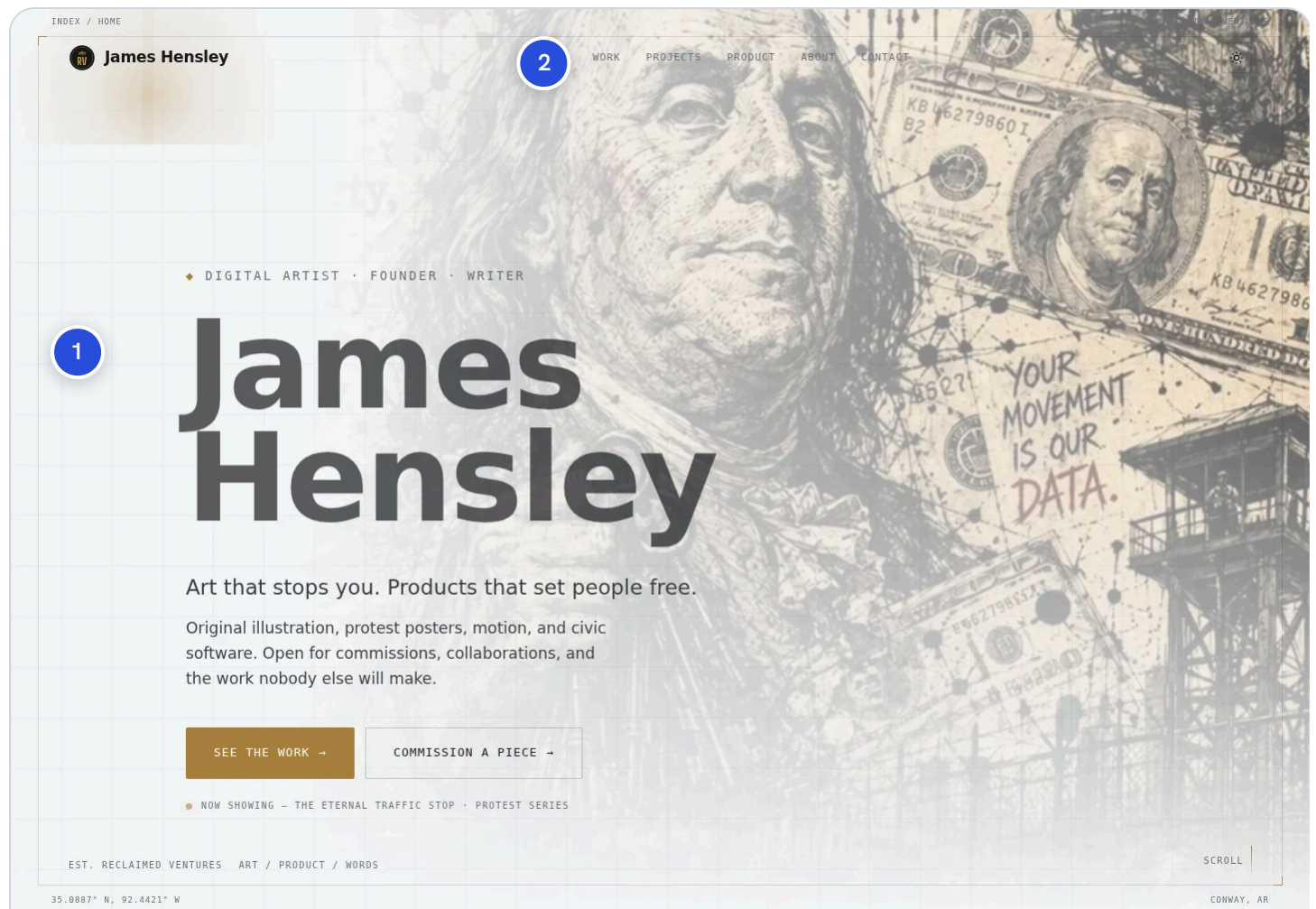


What I changed. Why I changed it.

A real acquisition audit of my portfolio. This demonstrates the format and reasoning—not a paid client engagement or a measured sales improvement.



Before · Original portfolio

① Inspect the headline: James's name and creative disciplines lead. ② Inspect navigation: projects lead the experience.

Skip to content

THE PERSON BEHIND THE PROJECTS

* WEBSITES · FOLLOW-UP · CUSTOMER ACQUISITION.

1 Turn interest into your next customer.

Clearer websites. Better follow-up. Content with a purpose.
I help small businesses and founders build a practical path from attention to inquiry.

2 Book a 30-minute call ↗

Compare packages ↓

ONE-TIME PACKAGES FROM \$195 · CLEAR SCOPE



James Hensley

Founder, Reclaimed Ventures LLC

* U.S. Army · Iraq combat veteran

* Founder · Reclaimed Ventures LLC

* Sales · Technology · Storytelling

After · September 27 redesign

① A buyer-facing headline explains the direction. ② Booking and package comparison make the next step visible.

Actual rendered screenshots, same 1440 × 1000 viewport. The original is from the preserved August deployment. The “after” image shows the first customer-focused release; this release adds the audit and demonstration. All findings remain readable without the comparison controls.

ANNOTATED FINDINGS · READ WITH THE SCREENSHOTS

Make the next decision easier.

Skip to content

Observed

The original opening leads with James's name, creative disciplines, and commissions. It does not identify a service buyer's immediate problem.

Recommendation

Lead with a customer-facing outcome, then explain what the service actually changes.

What changed

The redesigned hero says "Turn interest into your next customer" and immediately names websites and follow-up.

Implemented; conversion effect unmeasured.

Observed

The original portfolio has broad navigation and a contact invitation, without the three scoped packages now visible.

Recommendation

Show scope and price before asking for a conversation.

What changed

Three one-time packages make the decision concrete. This release adds a dedicated \$195 offer page and an ungated sample.

Implemented; Shopify checkout is now linked. No completed transaction or sales uplift is claimed.

[Skip to content](#)

Observed

Creative and product work shows capability, but does not establish paid-client acquisition results.

Recommendation

Show a deliverable that resembles the service being sold.

What changed

This audit and the fictional follow-up demonstration let buyers inspect the work.

Own-project proof only; no client ROI claim.

Observed

The prior contact tool opens the visitor's email app, which depends on their device configuration.

Recommendation

Offer booking and direct email now; activate a monitored form only after delivery is tested.

What changed

Cal.com remains available. A protected form integration is prepared separately and stays off by default.

Partially addressed; hosted form and notification test outstanding.

[Skip to content](#)

Observed

A complete project history serves curious readers, but asks hiring visitors to scan unrelated details.

Recommendation

Keep the buying route concise and link to full project history.

What changed

Projects, services, writing, and the longer biography have dedicated pages. Old project URLs remain available.

Implemented; comprehension testing still required.

What the headline is doing.

“Turn interest into your next customer.”

It starts with the buyer’s goal. The supporting copy narrows the work to websites, content, and follow-up. It is positioning, not a guarantee that the work will produce a customer.

What still needs measuring

- Can target buyers explain the \$195 deliverable?
- Do they inspect the sample before inquiring?
- How many inquiries fit the scope and budget?
- How many become verified paid orders?
- Skip to content Time, refunds, and contribution after labor?

No baseline conversion rate or revenue lift was established. Local usability tests are not sales evidence.

INSIDE THE DELIVERABLE · OWN-PROJECT SAMPLE

Actual copy. Clear priorities.

Headline rewrite

Original: the preserved original screenshot leads with James's name and creative disciplines.

Current: "Clearer websites. Follow-up that gets done."

Why: names the work a buyer can hire James to do. The subhead identifies small businesses and reentry nonprofits. This is a positioning decision, not measured conversion evidence.

CTA rewrite

Primary: "Book a 30-minute call."

Supporting: "See a real example."

Why: one main action for visitors deciding whether to hire James; inspectable proof for visitors who need more information. The scoped audit retains its own Shopify payment action.

Your ranked action list

1. **First: make the offer explicit.** State the service, buyer, and next action. Implemented on this portfolio; test whether five target buyers can explain the offer.
2. **Second: align the purchase handoff.** Disclose the checkout name, future start, included work, tax, and cancellation terms before payment. Implemented; transaction completion remains untested.
3. **Skip to content** mobile inquiry path. Keep booking visible, labels readable, and the sample usable without JavaScript. Local usability checks passed; real visitor behavior

remains unmeasured.

4. **Fourth: measure qualified demand.** Compare calls and inquiries with processor-confirmed orders, refunds, and delivery hours. Do not treat button clicks as revenue.

What your audit contains

One public page reviewed; annotated screenshots; message, offer, CTA and mobile inquiry-path findings; ranked recommendations; one 30-minute walkthrough; one consolidated clarification request within seven calendar days. Implementation is separate.

[Download this sample audit \(PDF\) ↗](#)

WANT THIS LEVEL OF CLARITY?

Start with your page.

LET'S DEFINE THE WORK

Bring the problem. Leave with a clear next step.

A conversation about fit, scope, and timing. No purchase required.

[What to bring and what we'll cover ↗](#)