FIRST-PARTY REVIEW / 26 NOVEMBER 2026

How far does a buyer have to scroll to find the price?

We reviewed our own Discovery SEO Audit page as a first-time visitor on a 390 × 844 pixel phone screen. The task was to find the price, delivery time and report format before deciding whether to enquire.

OBSERVED BEFORE THE CHANGE

2,912 px to the investment heading

Why we prioritized it

The visitor could request a call at the top of the page, but had to scroll through the audience, scope and approach before seeing the $1,200 CAD investment. Price and timing help a buyer judge fit before sharing contact details.

What we recommended

Place a short, visible summary directly beneath the hero. Include the standalone price, the 2–3 week delivery window and the PDF and recorded walkthrough. Keep the detailed scope available below.

IMPLEMENTATION AND VERIFICATION

Follow the next click

A second check followed links from editorial content into the same service. It revealed a smaller change with a clear test.

The finding

A link labelled “Discovery SEO Audit” in our wellness practitioners article opened the general enquiry page. Visitors trying to understand the audit reached a contact step early.

The correction

Send both named audit links to the Discovery SEO Audit page. Give the strategy-call buttons their own destination at the project enquiry form. Readers can then choose when they are ready to start a conversation.

How we check the result

Open the article and follow each audit link. On the service page, confirm the price and delivery details appear together immediately below the hero. Follow the strategy-call button and check that the form heading and first field are visible.

Scope of this sample

These are findings from The Quiet Brand’s own site. They describe observable changes to the buying journey. Lead volume and search rankings were outside the scope of this check.