

Priority Pyramid

Fix the right things in the right order.

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| <p>■ CLARITY (Fix First)</p> | <ul style="list-style-type: none">• Clear outcome-based headline• Who the page is for• One primary CTA• Above-the-fold message clarity <p><i>If this is broken, nothing else matters.</i></p> |
| <p>■ CONFIDENCE</p> | <ul style="list-style-type: none">• Section order and flow• Proof and credibility• CTA language clarity• Friction reducers <p><i>This increases belief after clarity exists.</i></p> |
| <p>■ POLISH (Fix Last)</p> | <ul style="list-style-type: none">• Fonts and typography• Colors and button styles• Spacing and alignment• Animations and effects <p><i>Polish amplifies clarity — it does not create it.</i></p> |

Rule: Do not move down the pyramid until the level above is clean.