

WEBSITE QUICK CHECK

Can **AI** save your website?

6 questions your buyers need answered – and how to fix the gaps.

A polished website can still leave buyers guessing. The problem may not be how it looks, but what it fails to explain.

BEFORE A BUYER READS ON

Are they in the right place?

Not on its own. AI may help explain a service, but it cannot supply missing facts. Open your website on your phone. Judge what a new visitor can actually see — not what you know about your own business.

01 Is this service for me?

If your headline would work just as well on a competitor's website, it probably says too little.

TOO VAGUE

"Reliable IT solutions delivered professionally."

CLEARER

"Microsoft 365 setup and IT support for small businesses in Helsinki and Espoo."

The second version makes the service, audience and location clear. You do not need to appeal to everyone; the right buyer needs to recognise a possible fit.

TRY THIS · Ignore the company name and read your homepage headline on its own. Can a stranger tell what you do and who it is for? If not, rewrite it.

02 Do you understand my situation?

People do not come looking for your favourite adjectives. They want help with a problem they recognise.

A property manager may be tired of chasing updates on agreed maintenance work. "Flexible, customer-focused property services" tells them little about when work happens or how problems are reported.

They need to know who deals with the issue, how progress is communicated and what happens if something is missed.

TRY THIS · Think about why recent clients got in touch. Choose one genuine, recurring situation and explain how your service responds to it.

All business and service scenarios in this guide are illustrative unless stated otherwise.

THE BASICS OF A BUYING DECISION

What do I get — and why believe it?

A useful service page tells people what is included, what it costs or how pricing works, and what supports its claims.

03 What exactly do I get — and what does it cost?

A service name is not a description of what someone is buying.

“Accountancy services for businesses” names a category, not the scope, responsibilities or price. When those essentials are missing, comparing providers becomes harder.

Included

Monthly bookkeeping and an agreed report.

We need from you

Records in the agreed format.

Agreed separately

Year-end accounts and additional work.

Price

State a fixed fee or the factors behind a quote.

TRY THIS · Give your main service these four headings. Use only inclusions, responsibilities and pricing factors that are true of your business.

04 Why should I believe you?

Anyone can write “professional and reliable”. Evidence is a different matter.

Genuine evidence might be a reference published with permission, a photograph of completed work or a real work sample. If you have no client case studies yet, a clearly labelled example can still explain your method — but it is not proof of past results.

ILLUSTRATION

A cleaning firm could show a sample task schedule listing the rooms, agreed duties and frequency. It clarifies what could be agreed; it does not prove the quality of work delivered.

TRY THIS · Replace one sweeping claim with a verifiable fact, genuine work sample or clearly identified illustration.

ONCE THE BUYER IS INTERESTED

How does it work — and what happens next?

05 How does the service work in practice?

Buyers may understand the offer but still be unable to picture how the work unfolds.

- 1. Share the source material.** The client provides existing, approved notes, checklists and working instructions.
- 2. Clarify and organise.** Missing details are flagged and one structured draft is reviewed.
- 3. Receive the agreed result.** The approved documents are handed over in the agreed format.

Where does AI fit? A short AI Presenter video can walk buyers through those steps using speech and visuals. It supports clear written information; it does not replace it.

AI PRESENTER · LIVE EXAMPLE

SverescoWorks: a service page, clear process and AI Presenter

Fictional demonstration, not client work. The website and presenter explain the same approved service message.

[Explore the live example ↗](#)

[Before/after and handover: Harbour Ledger ↗](#)



TRY THIS · Describe your real process in three concrete steps. Consider a video only if it makes those steps easier to grasp.

06 What happens if I get in touch?

An interested buyer should not have to guess what clicking the button will set in motion.

JUST A BUTTON

"Contact us."

A CLEARER NEXT STEP

"Request a quote for office cleaning. Tell us the location, approximate floor area and preferred cleaning frequency. We will review the details and get in touch about preparing a quote."

TRY THIS · Beside your main contact button, say what details you need and what happens after the message is sent. State clearly if an enquiry is not an order.

STRAIGHT ANSWERS, NO PRESSURE

Four questions worth asking

Before spending money on your website or an AI Presenter, it is reasonable to ask:

01 Can't AI write my website copy for me?

Yes. SvereSystems also uses AI-assisted tools in parts of its drafting work. But AI cannot know your actual service scope, responsibilities or limitations without accurate source information. Every claim and the finished wording still need checking.

The point: AI can speed up drafting. Credible copy depends on verified facts.

02 Shouldn't I focus on getting more visitors first?

Without visitors, a website cannot generate enquiries. But more traffic does not fix an offer that buyers cannot understand. Treat discoverability and on-page clarity as different problems that need different solutions.

The point: Traffic gets people to the page. Clarity helps them assess the service.

03 Do I need to rebuild the whole website?

Not necessarily. If your current site is technically sound and flexible enough, changing the headline, service explanation and enquiry instructions may be a sensible first move. A rebuild only makes sense when the existing site is not a practical base.

The point: Start with the problem, not an assumption that you need a new website.

04 What if I cannot edit the website myself?

You can still use this check to identify the missing information. Approved copy and clear change instructions can be handed to your web manager. SvereSystems prepares the agreed materials; it does not make changes inside your CMS or publish your site.

The point: Copy and publication are different jobs. [Read the website guide ↗](#)

Do not pay for an answer until you know which question your buyer still cannot answer.

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These illustrations are not completed client projects.

YOUR QUICK-CHECK RESULT

What is your website missing?

Assess only what a buyer can **actually see on your website today** — not what you know about your business. Tick one box in each row.

Buyer's question	Yes	Partly	No
1. Is it clear who the service is for?	☐	☐	☐
2. Does the buyer recognise their situation?	☐	☐	☐
3. Are scope and pricing explained?	☐	☐	☐
4. Is there evidence behind key claims?	☐	☐	☐
5. Is the service process understandable?	☐	☐	☐
6. Is the next step clear before enquiry?	☐	☐	☐

Choose one fix, not six.

Any "No" answers? Start with the first one. The questions follow the buyer's journey, from fit to enquiry.

Only "Yes" and "Partly"? Start with the first "Partly" answer.

All "Yes"? Ask someone unfamiliar with your business to check whether they reach the same conclusions.

Then: Change one thing and check that the wording really is easier to understand.

THE NEXT STEP

AI is not a shortcut to trust.

You can improve your own copy. If you would rather not do it alone, SvereSystems prepares the agreed website wording and change instructions. An AI Presenter is optional. The scope, responsibilities and current prices are shown on the service page.

[See the website options and prices →](#)

Ready to explore a project?

[Send a project request ↗](#)

A project request is not an order. If it is a fit, you receive a written confirmation to approve before invoicing. Full payment precedes production; publication remains your responsibility.