

AUTHORITY POSITIONING AUDIT



CLIENT: WARREN LAINE-NAIDA
PROJECT: WARRENLAINENAIIDA.NET

Hi Warren.

Thank you for the opportunity to audit your site. I reviewed your Home and About pages to identify authority gaps and surface opportunities to sharpen how you're positioned.

Below you'll find a full breakdown of my findings, a homepage mockup, and targeted recommendations for your About page.

One thing to keep in mind is that you are a writer but your visitors are going to read by “skimming”. The goal is to make your content punchier and more scannable without losing the substance. I’ve included some tips about that as well.

I found 7 areas of improvement which we’ll get into on the following pages.

With code & creativity,
T.W.



1. YOUR IDEAL CLIENT IS TOO BROAD

When asked about your ideal client, you listed small businesses, nonprofits, and schools. That is three distinct audiences with different budgets, vocabularies, pain points, and decision-making processes. A visitor who lands on your site needs to feel immediately seen. Right now, no one audience feels spoken to directly.

Narrow to one primary client type, or at minimum, create a clear hierarchy. Who do you serve best? Who gets the best results with you? Who do you most enjoy working with? Start there. Your messaging, headlines, and offers should speak to that person first. The others will still find you.

2. YOUR HOMEPAGE IS DOING TOO MUCH

You acknowledged this yourself: too many services, possibly confusing. A homepage is like a handshake. Its job is to orient the visitor, build immediate trust, and move them toward an action. The mockup included in this audit restructures your homepage around four priorities, in this order:

1. Who you are and why you are credible
2. A free offer or opt-in to capture interest early
3. Testimonials to build trust before asking for anything
4. Service categories as supporting context, not the main event

Less is doing more here. Visitors decide in seconds whether to stay. Give them a reason then get out of their way.



3. YOUR CREDENTIALS ARE IMPRESSIVE BUT NEARLY INVISIBLE

Your qualifications are genuinely strong. That weight needs to be felt immediately and consistently, not buried or mentioned once in passing.

Pull your most compelling credential into your headline or subheadline. Reference your background at natural touchpoints throughout the site. Your About page, your service pages, even your opt-in copy should all carry traces of your authority.

Credentials do not speak for themselves. You have to deploy them intentionally.

4. YOUR TESTIMONIALS ARE HIDDEN

You mentioned testimonials exist on a separate page. During this audit, I could not locate them. That means users won't either.

Social proof is most powerful at the moment of hesitation, which is everywhere on a homepage.

Move at least two or three testimonials onto your homepage, ideally near your primary call to action. If possible, include the client's name, photo, and a specific result they experienced. Vague praise is forgettable. Specific outcomes convert.



5. YOUR COPY IS WRITTEN FOR READERS. YOUR VISITORS ARE SKIMMERS.

Most visitors scan headlines, bold text, and short fragments to decide if it is worth slowing down.

People invest in you, not your word count. The goal is to let more of your personality and authority show up visually and structurally. Use headlines that can stand alone. Break up dense copy. Let white space work for you. Every section should communicate its point in the first line, then support it. If a paragraph can be cut without losing meaning, cut it.

6. CONSULTING AND TEACHING SHOULD LEAD EVERYTHING

It is clear from your intake responses and your site that consulting and teaching is both your top seller and where your energy is. That is your anchor offer, and right now it is competing for attention with everything else.

Do not try to sell everything at once. Use consulting and teaching as the entry point, then let your other offerings follow naturally as trust builds. A simple funnel might look like this:

1. Free items (books, downloads, articles) to attract and give value
2. Digital products, workshops, courses, and training to deepen the relationship
3. Monthly packages and books for ongoing engagement
4. One-on-one services for your most committed clients

This structure does not limit what you sell. It sequences it in a way that builds trust at every stage and makes each next step feel like a natural progression rather than a pitch.



7. ABOUT PAGE

Your page opens with "Digital Thinking – Changing How We Live and Work," which is a concept, not a person. Lead with your name, your role, and your authority in one punchy line. Something like "Warren Laine-Naida. Digital Instructor. 25+ Years. 200+ Clients. " gives a skimmer everything they need in three seconds.

Right now your sections jump from philosophy to credentials to teaching to writing without a clear thread. A tighter structure would open with who you are and what drives you, follow with the numbers that prove it, then explain who you help best, and close with one clear call to action.

You teach at Hochschule Bremen, multiple VHS locations, cimdata, and cbm. That is institutional credibility most consultants cannot claim, and right now it is buried mid-page. Display these institutions visually, near the top, so skimmers register them immediately.

Your books belong on the Books page. One sentence and a link is enough here. Right now they consume the bottom half of the page and pull focus away from you as a consultant.

Your page has no clear call to action. End with one direct prompt, whether that is booking a call, grabbing a free resource, or joining your newsletter. One action. Make it easy to say yes. :)



THANK YOU!

Thank you for trusting me with this.

If anything in this report sparked questions or you want to talk through next steps, here are a few good places to start:

Get the full picture. Learn about the Foundrstack strategy and how it applies to positioning work like this:

<https://foundrstack.pro/strategy/>

Keep learning. Foundr University has reading material to help you build on what we covered here: <https://foundrstack.pro/learn/>

Stay connected. The newsletter is where the ongoing conversation happens: <https://foundrstack.pro/subscribe/>

Looking forward to seeing where you take this.

