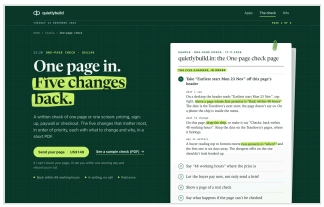
SAMPLE · FILLED WITH SAMPLE CONTENT · NOT A CLIENT DELIVERABLE

ONE-PAGE CHECK

quietlybuild.in: the One-page check page

Five changes to one public page, in the order I would make them, each with what I saw, what to change and why it matters.

THE RECORD



prepared for	quietlybuild (internal sample)
page	checkout page, the One-page check page, before its release · `https://quietlybuild.in/studio/one-page-check`
read from	a build of the page on this Mac, made on Tuesday 24 November 2026, not the live site. The address above is the one it will have.
captured	24.11.2026 · 1440 × 900 and 390 × 844 · Chrome, light theme, signed out
delivered	Tuesday 24 November 2026 · rev A · `SAMPLE-OC-02`

THE FIVE CHANGES, IN ORDER

1. Say where “Send your page” leads: to Gumroad, to pay
2. Name who checks the page, as the Teardown’s page does
3. Say what can be sent, and how
4. Say that a question gets a written answer
5. Give “Pay once” a link to pay

THIS CHECK · THREE SHEETS AFTER THIS ONE

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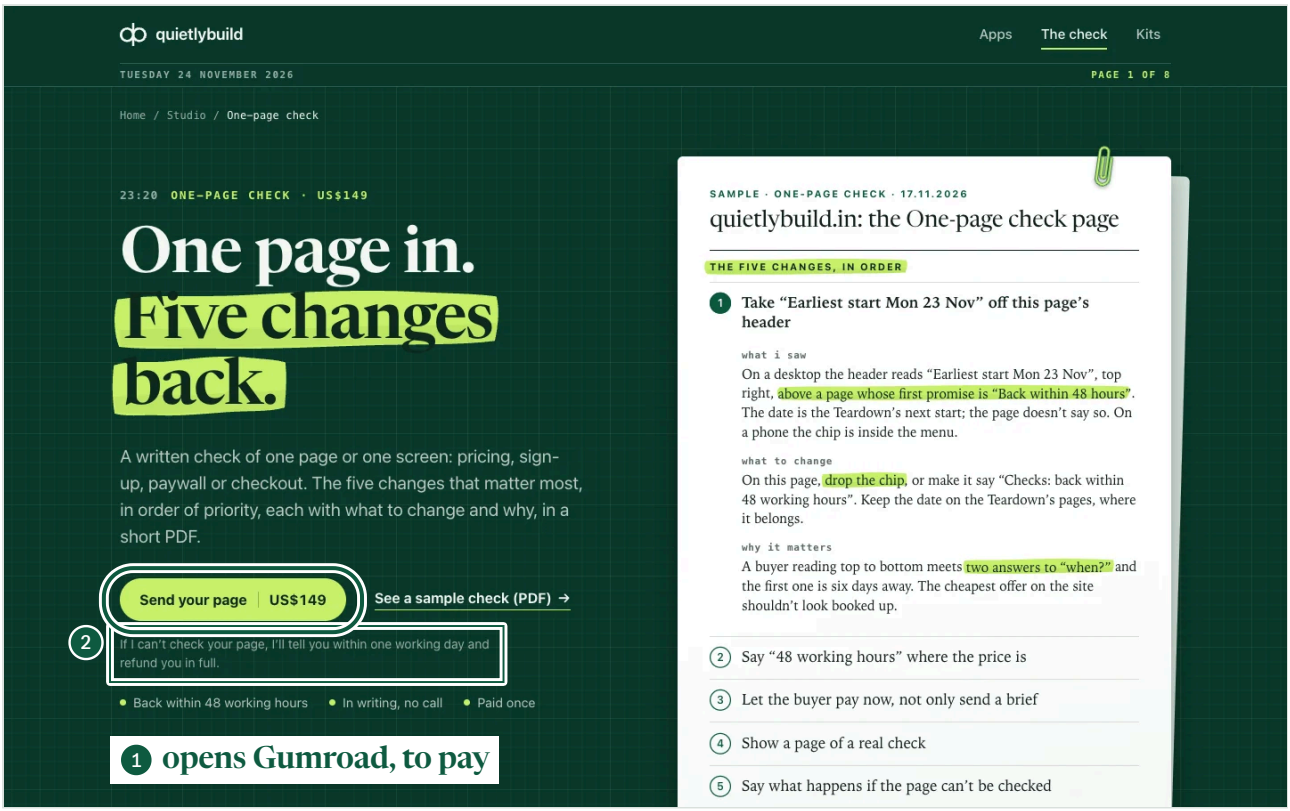
The page, as captured

OC-01

IN ONE LINE

The first screen on a desktop, and on a phone the first screen and “How it runs”, as a first-time visitor will see them, signed out.

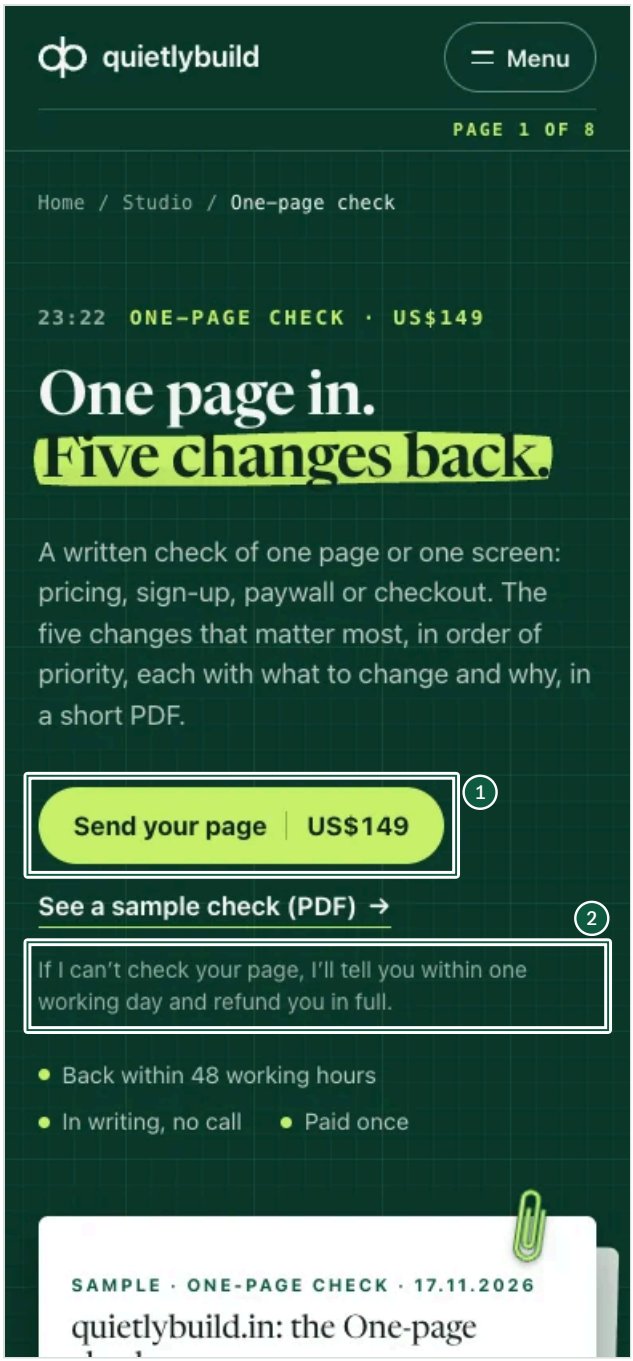


top of the page, 0 to 900 px of 6,027

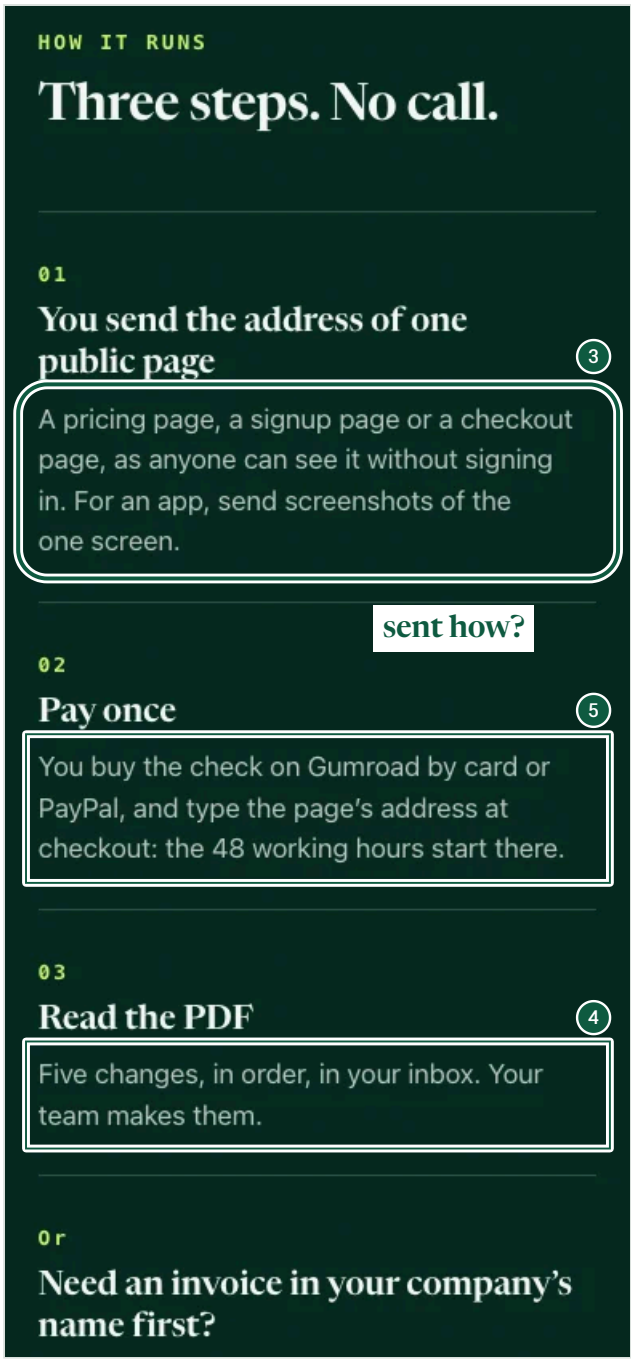
FIGURE 1 · 1440 × 900

The first screen on a desktop. The one button reads “Send your page” and carries the price; nothing near it says where it leads (1; the note: opens Gumroad, to pay). The refund line under it speaks as “I”, and no line on the screen says who that is (2).

the build of quietlybuild.in/studio/one-page-check, before its release · captured 24.11.2026 · shows changes 1, 2



screen 1 · 0 to 844 px of 7,590



"How it runs" · 4,040 to 4,884 px

FIGURE 2 · 390 × 844

The first screen and "How it runs", on a phone. On a phone the button is on the first screen (1), and the page's own words first name Gumroad 4,503 px down, in step 02 (5), which has nothing to press. Step 01 names three kinds of page where the first line names four, and asks an app's owner for screenshots without saying where they go (3; the note: sent how?). Step 03 ends at the PDF (4).

the build of quietlybuild.in/studio/one-page-check, before its release · captured 24.11.2026 · shows changes 1, 2, 3, 4, 5

Five changes, in order

OC-02

IN ONE LINE

All five are about the moment of paying: where the button leads, who does the work, what can be sent and how, what happens after, and where to press. All five are small.

01 of 5 Say where “Send your page” leads: to Gumroad, to pay

SEEN IN fig. 1, 2

WHAT I SAW

The first screen’s one button reads “Send your page”, with US$149 on it. It opens quietlybuild.gumroad.com, another site, where the buyer pays and types the page’s address. Read top to bottom as it opens, the page first names Gumroad in step 02 of “How it runs”, 3,739 px down on a desktop and 4,503 px on a phone.

WHAT TO CHANGE

Under the button, add one line: “You pay on Gumroad, by card or PayPal, and type your page’s address there.”

WHY IT MATTERS

A stranger who presses “Send your page” expects to send a page. A checkout on another site, with no word of it first, is where a first-time buyer stops to wonder whether they are in the right place.

02 of 5 Name who checks the page, as the Teardown’s page does

SEEN IN fig. 1, 2

WHAT I SAW

The page speaks as “I” from its first screen: “If I can’t check your page, I’ll tell you within one working day and refund you in full.” It names no one. The Teardown’s page, in the same build, has a line on its first screen saying who does the work: his name, his trade and his years in it. Here the name is only in the foot’s small print.

WHAT TO CHANGE

Put that line on this page’s first screen too, under the refund line, linked to “How I work”.

WHY IT MATTERS

US$149 buys one person’s judgement of a page. “Whose?” is a fair first question, and one line answers it.

03 of 5 Say what can be sent, and how

SEEN IN fig. 2

WHAT I SAW

The first line sells a check of "one page or one screen: pricing, sign-up, paywall or checkout". Step 01 of "How it runs" names three: "A pricing page, a signup page or a checkout page". It adds "For an app, send screenshots of the one screen", but step 02 has the buyer "type the page's address at checkout", and nothing says how a picture is sent.

WHAT TO CHANGE

In step 01, name the four as the first line does. Then say how screenshots travel: "For an app, type its name at checkout, then email screenshots of the one screen to hello@quietlybuild.in."

WHY IT MATTERS

A buyer with a paywall reads that it is covered, then cannot tell whether it is, or how to send it. They leave, or they pay and wait to be asked.

04 of 5 Say that a question gets a written answer

SEEN IN fig. 2

WHAT I SAW

The first screen promises "In writing, no call", step 03 ends at the PDF, and "Not included" says "A call or a recorded walkthrough: the PDF says it all in writing." Nowhere does the page say what a buyer with a question can do. The check's last sheet does: reply to the email it came with.

WHAT TO CHANGE

Add it to step 03, "Read the PDF": "A question about it? Reply to the email it came with, and I answer in writing."

WHY IT MATTERS

"No call" can read as "no one to ask". Five changes in writing are easier to buy when it is plain that a question about them will be answered.

05 of 5 Give "Pay once" a link to pay

SEEN IN fig. 2

WHAT I SAW

Step 02, "Pay once", says "You buy the check on Gumroad by card or PayPal" in plain words, with nothing to press. The page's two buttons are 4,708 px apart on a desktop and 5,865 px on a phone: about five screens of the one, seven of the other. The route for an invoice, beside it, has a link.

WHAT TO CHANGE

Make "buy the check on Gumroad" a plain link to the same shop page as the button.

WHY IT MATTERS

A buyer who decides while reading how it runs has to go looking for the button. The step that says "buy" is the place to let them.

Method, limits and what next

OC-03

IN ONE LINE

One page, read as a visitor reads it, from the build of 24 November 2026, before its release. No inside data, and no claim about conversion or revenue.

What I looked at

- The One-page check page as built on this Mac on Tuesday 24 November 2026, before its release, read from that build and not from the live site: the whole page at 1440 × 900, and at 390 × 844 as a phone, in Chrome's light theme, signed out, with every fold opened and every day of the day ruler pressed. It will stand at https://quietlybuild.in/studio/one-page-check.
- The Teardown's page in the same build, to compare what each says about who does the work.
- Where each link leads, read from the page's own code. The shop's page was not opened.

What this is not

- A page read before its release: it may change before it goes live. I didn't sign in, start a trial or pay.
- No inside data: no analytics, no conversion numbers, no customer research. The order is my judgement.
- The author checking his own page, so not an independent review.
- Product advice, not legal, tax or financial advice.

What next

- A question about anything in this check: reply to the email it came with, and I answer in writing.
- Want the whole flow, more than one page? The Teardown (US$950, ten changes and a 15-minute recorded walkthrough): buy it by 24 December 2026 and the US$149 you paid for this check comes off.

How to read the figures

WHAT YOU SEE	WHAT IT MEANS
A green disc with a number, on a hairline frame	One of the five changes. The number is its place in the order (1 first); the frame shows the exact element.
A green ring, underline or arrow, with words	The one thing to look at first in that figure. The same words are in its caption.

quietlybuild

quietlybuild is run by GrowMint Media (proprietor Aditya Vashistha), Phagwara, Punjab 144401, India.
hello@quietlybuild.in

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