

SAMPLE \$149 DELIVERABLE

TRUST MUST ARRIVE BEFORE GOOGLE ACCESS.

The page explains a clear outcome: share selected Google Sheet ranges without exposing private tabs or formulas. The primary conversion risk is sequence. The first action asks for Google access before the page has surfaced the facts that make that access feel safe.

PRIORITIZED FRICTION LIST

Fix these in order.

P1 • TRUST

Risk is answered too late

Official OAuth, revocation, and the no-content-storage claim appear after the

P2 • ACTION

“Start safely” is not a test

The CTA asks the visitor to accept the safety claim. Offer a reversible first action

P3 • PROOF

Show the permission boundary

A simple client-view visual should distinguish editable ranges from hidden

visitor has already been asked to connect. Put those facts beside the first CTA.

instead: connect a duplicate or test sheet before inviting a real client.

margins and formulas. Make the product boundary visible before describing more features.

REPLACEMENT HERO

SAFE CLIENT ACCESS FOR GOOGLE SHEETS

Share the cells. Keep the secrets.

Turn a Google Sheet into a secure client portal. Clients update only the ranges you choose; your formulas, margins, and private tabs never leave your control.

CONNECT A TEST SHEET — FREE

OFFICIAL GOOGLE OAUTH · REVOKE ANYTIME · CONTENTS NEVER STORED

FIRST EXPERIMENT

Variant: test-sheet CTA plus trust microcopy versus the existing first screen.

Primary metric: hero CTA click-through. **Secondary:** completed OAuth and first range shared. Do not interpret traffic without separating CTA intent from completed permission.

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