

MAINSPLASH. TORN DOWN.

A low-risk free plan as the first step, plain answers on contracts and traffic, a concrete founder bio.

mainsplash.com, as reviewed Oct 30

Services · Guides · About · Get free marketing plan

Do good marketing.

"Marketing for small businesses without a marketing team."

Rebuilt

Beside the form: one real 1-page plan, anonymised

Budget asked last, or optional

Rebuilt

Who we work with

B2B SaaS

Ecommerce brand

Nonprofit

+ a video studio and a local electrician

Rebuilt

[Starting number] → [ending number] · [date range]

Rebuilt

"Am I locked into a contract? No. We work month-to-month..." · Marketing since 2012

Holds

Our sketch of the public page, not a screenshot.

“Roast my website
<https://www.mainsplash.com/>”

Jeremy Wick, Mainsplash (@mainsplashco on X), the maker · X, Oct 27, 2026 · [see the invitation](#)

Own site, agency services

Reviewed Oct 30

Not seen: sales, traffic, checkout

Demolition order

4 / 4 cracks cleared

Hit 1 · highest impact
The free plan is never shown

0 sample plans next to a form that asks for a budget, though the free 1-page plan is the whole funnel.

The free plan is your whole funnel, but a visitor never sees one. The form asks which services they want and their monthly budget (“Under \$1,000” to “Over \$100k”) before it asks for anything else, and there’s no example of what they’ll receive. Put a sample right beside the form: **one real 1-page plan, anonymised** (for example the one for the local electrician you mentioned in your thread), as an image or PDF. That one page shows who you help, how you think and what “good marketing” means, which is the gap most replies in your thread were pointing at, without you having to pick a niche today. Then consider asking budget last, or making it optional.

CONDEMNED

Hit 2
Say who you help in the first line

Your thread already covered “Do good marketing.” Something like “Marketing for small businesses without a marketing team” keeps the line and tells the reader they’re in the right place.

CONDEMNED

Hit 3
Show who you already work with

You listed it in a reply: a B2B SaaS, an ecommerce brand, a nonprofit, a video studio and a local electrician. That list, with logos if clients agree, is proof you have today.

CONDEMNED

Hit 4
Publish the conversion result with dates

When the web design and conversion work you mentioned has a clean read, publish it the boring way: the starting number, the ending number and the date range.

CONDEMNED

Four cracks. Four rebuilds. That's what a
teardown does to a page.

What still stands

The entry offer is the right size: a free, one-page marketing plan is a low-risk first step for a small business owner who has been burned by agencies before.

The service pages answer real objections plainly: “Do I need a lot of traffic for this?”, “Am I locked into a contract? No. We work month-to-month...” you own every change we make.”

The founder bio is concrete: marketing since 2012, in-house and freelance, and a designer-developer who can take a project from design to launch.

Your next task

Make one anonymised sample of your free 1-page plan and place it next to the form, then reply in your thread with the new version and ask: “Would you request your plan now?”

Case file

Product

Mainsplash: full-service marketing for small businesses (free 1-page marketing plan, month-to-month services)

Maker

Jeremy Wick, Mainsplash (@mainsplashco on X)

Price as reviewed, Oct 30

free 1-page marketing plan; services month-to-month (no prices shown)

Proof on the page

new agency, no case studies or reviews shown yet

In 30 seconds: **Strength:** A low-risk free plan as the first step, plain answers on contracts and traffic, a concrete founder bio. **Fix first:** The free plan is the funnel but no sample is shown and the form asks budget first; put an anonymised 1-page plan beside the form. **Then:** Say who you help in line one, list the client types you already serve, publish the CRO result with dates.

No promises. These are the changes we’d make first, from the public page alone. None guarantees a sale; most first digital products sell modestly or not at all, and traffic matters as much as the page. Are you the maker and want this taken down or updated? Tell us through our [contact form](#) (topic “Other”) and we’ll do it the same day.

YOUR PAGE HAS CRACKS TOO.

You can’t see them from inside. We can. Send the link and get a written teardown with a prioritized fix list, by email within 2 business days.

Launch Teardown: \$97 →

No calls. Every review comes back in writing.

first sale, on purpose.

revenue operator

A playbook, free tools and written reviews for your first digital product. No calls, no hype.

Products

The Pack

Teardowns

Guided Build

Free

Free tools

Etsy fee calculator

Guides

Free 6-page guide

Company

About

Build log

Contact

hello@getrevenueoperator.com