

Quick Wins vs Deep Fixes Cheat Sheet

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Decide Whether a Blog Improvement Is Small, Deeper, or Better Saved for Later

Use this cheat sheet after a blog review gives you several possible fixes.

Some blog issues can be fixed in a few minutes.

Others need more thought, rewriting, design changes, research, or setup work.

This cheat sheet helps you sort each improvement into the right type so you do not treat every issue like an emergency.

What Is a Quick Win?

A quick win is a small improvement that is simple to complete and still helps the reader.

It does not require a full rewrite, redesign, or major technical change.

Quick wins are useful because they reduce friction without slowing you down.

Common Quick Wins

- Fix a broken internal link
- Add one clear next step at the end of a post
- Rewrite a confusing button
- Improve a weak heading
- Add a short explanation before a recommendation
- Update an outdated date or small detail
- Add a simple disclosure near an affiliate link
- Remove one distracting button or link
- Clarify what a signup form gives the reader
- Add a related post link where the next step is missing

Quick Win Test

Ask:

- Can this be completed without rewriting the whole page?
- Will it make the page easier to use?
- Does it reduce confusion right away?
- Can it be done without extra research?
- Will the improvement still be useful after the page is updated?

If most answers are yes, it is probably a quick win.

What Is a Deep Fix?

A deep fix is a bigger improvement that needs more time, judgment, or restructuring.

It may affect the page's message, layout, flow, offer, or purpose.

Deep fixes are important, but they should be planned instead of rushed.

Common Deep Fixes

- Rewrite a post that no longer matches the title
- Restructure a page with scattered sections
- Replace an unrelated lead magnet
- Rework a sales section that feels unclear
- Improve a weak product review
- Rebuild a confusing homepage section
- Update an old article with new examples and better flow
- Change the page path so readers know where to go next
- Replace several weak recommendations with one stronger fit
- Rework a page where buttons, links, offers, and signup forms compete for attention

Deep Fix Test

Ask:

- Does this require rewriting several sections?

- Does the page need a clearer purpose?
- Would a quick edit fail to solve the main issue?
- Does this affect the reader's trust or decision?
- Does the fix need planning before editing?

If most answers are yes, treat it as a deep fix.

What Should Be Left for Later?

Some issues matter, but they do not need attention right away.

Leaving something for later is not the same as ignoring it.

It means the issue is less urgent than the fix that would help readers most right now.

Common Leave-for-Later Items

- Minor design improvements
- Nice-to-have layout changes
- Extra examples that are helpful but not urgent
- A secondary content upgrade idea
- A new resource that would take time to create
- A page that needs review but is not important yet
- A deeper rewrite for a post that gets little attention
- Optional internal links that do not affect the main path
- Small wording changes that do not change reader understanding

Leave-for-Later Test

Ask:

- Is this useful but not urgent?
- Would another fix help readers more right now?
- Can the page still work without this change?
- Is this idea more of an improvement than a problem?
- Would doing this now distract from a more important fix?

If most answers are yes, add it to the later list.

Simple Decision Guide

Use this guide when you are not sure how to classify a fix.

If the issue is about...	It may be a...
One broken link	Quick Win
One unclear button	Quick Win
One missing next step	Quick Win
A weak paragraph or heading	Quick Win
A full page that feels scattered	Deep Fix
A post that no longer matches the title	Deep Fix
A confusing offer path	Deep Fix
Too many competing actions across the page	Deep Fix
A nice design improvement	Leave for Later

A useful but non-urgent resource idea	Leave for Later
A minor wording preference	Leave for Later
A page with little current importance	Leave for Later

Priority Rule

When choosing what to do first, look for the fix that helps readers most without creating unnecessary work.

Consider:

- reader impact
- blog value
- urgency
- realistic effort

A small fix on an important page may be more useful than a large fix on a page few people visit.

A trust issue may need attention even if it takes more effort.

A nice idea can wait if it does not help the reader's next step.

Quick Win Examples

Use these examples as a guide.

Example 1: Blog Post With No Clear Ending

Issue: The post gives useful advice but ends suddenly.

Fix type: Quick Win

Why: Adding one simple next step can improve reader flow without rewriting the whole post.

Possible fix: Add a short “Read this next” link or a relevant signup invitation.

Example 2: Affiliate Review With Weak Context

Issue: The page includes an affiliate link, but the reader may not understand why the product is recommended.

Fix type: Quick Win or Deep Fix

Why: If the recommendation only needs a short explanation, it is a quick win. If the whole review feels thin or unbalanced, it is a deep fix.

Possible fix: Add a short “best for” note, explain the use case, and check whether the review needs a fuller rewrite.

Example 3: Homepage With Too Many Choices

Issue: The homepage has several buttons, offers, signup forms, and links competing for attention.

Fix type: Deep Fix

Why: This affects the whole reader path and may require rethinking the page structure.

Possible fix: Choose one main action for the top section and move secondary actions lower on the page.

Example 4: Old Post With a Minor Outdated Detail

Issue: One date, screenshot, or small product detail is outdated.

Fix type: Quick Win

Why: The page may only need a small update to feel current again.

Possible fix: Update the detail and add a short “last updated” note if appropriate.

Example 5: New Lead Magnet Idea

Issue: A post could benefit from a matching checklist, but the checklist does not exist yet.

Fix type: Leave for Later or Deep Fix

Why: Creating a new resource may be useful, but it should not delay a simpler improvement if the page needs one now.

Possible fix: Add the idea to the later list, then improve the current page ending first.

Fix Sorting Worksheet

Use this section to sort your improvement ideas.

Improvement Idea	Quick Win / Deep Fix / Leave for Later	Reason
1.		
2.		

3.		
4.		
5.		

First Fix Decision

After sorting your ideas, choose one fix to complete first.

First fix to complete:

Fix type:

- Quick Win
- Deep Fix
- Leave for Later

Why this fix comes first:

What will be changed?

What should improve for the reader?

Review Complete

Quick wins keep progress moving.

Deep fixes get planned instead of rushed.

Leave-for-later items stay visible without taking over the current plan.

Use this cheat sheet whenever a blog review gives you several possible fixes and you need a clearer way to sort them.