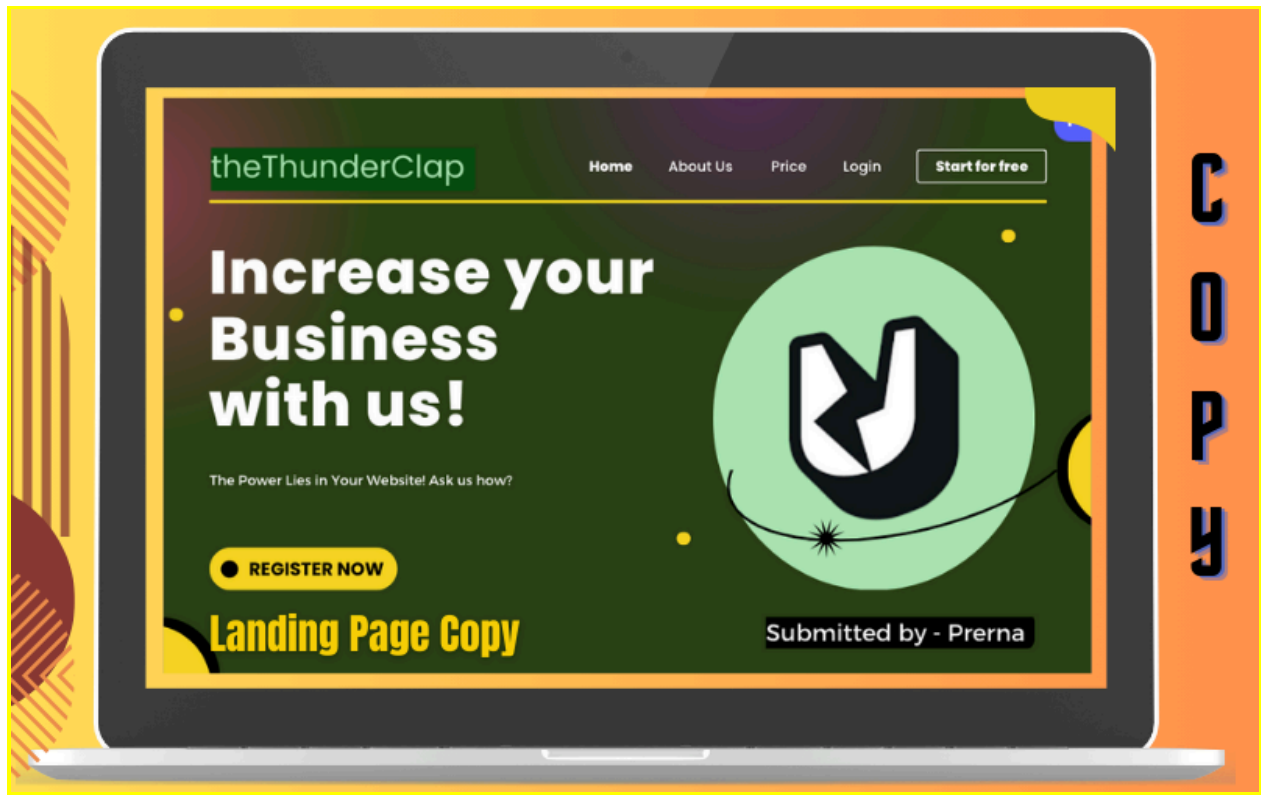


LANDING PAGE - COPY - WEBSITE BUILDING AGENCY



OBJECTIVE:

Revamp the Landing Page for an Agency which is into Webflow Designing for B2B

BRIEF GIVEN:

Target audience: B2B Startups & Large Agencies

Brand voice: Informative, friendly, authoritative.

Call to action: Persuade to take one action (Shoot an email, Learn More etc.)

APPROACH::

GOAL: *Make the Landing page works as a lead magnet for decision makers in this case Leadership like founders, CEOs, and Marketing Heads. They care more about impact over esthetics*

Identifying Issues through Heuristic Analysis:

1. **Value Proposition:** Messaging and value proposition both are too broad.

2. Design element : In Spite of being a Website design website design element is missing.

3. CTA Clarity: Best is to have razor sharp CTA. Currently there are two CTA.

4. Leverage Testimonials: Yet to leverage the clients testimonial as a Marketing tool.

5. Brand Personality: I noticed the brand has scope to become bold and firm with its personality, rather than being meek.

COPY

Attention-Grabbing Headline:

We are not Website builders, we design your website to get qualified leads.
Yes! The site that delivers serious results!

Hard-Hitting Opening Line:

Are your visitors slipping through the cracks of your website?
Tired of Your Website Underperforming?

Empathy/Credibility Building:

We hear you!
As decision makers, you know your website is critical for attracting and converting clients.
What was once an asset is now failing to attract, engage and convert...Stalled Growth?

Social Proof:

With a track record of over 90 successful projects, we have empowered companies similar to yours to optimize their Webflow websites, resulting in significant increases in conversions.

Benefits:

We don't just build websites. *"We create living, breathing engines for your business growth!"*

- Our extensive process delivers more than just a nice homepage.
- You get a fully optimized website built to scale your company needs.

Specifics Details:

At our core, we are strategic experts and partners focused on delivering outcomes that matter to you. By being your strategic experts and partners focused on outcomes:

How do we do this?

We bring your design to life, creating a seamless, pixel-perfect responsive website that engages your audience and drives conversions

Webflow Maintenance:

Our team of experts ensures that your website stays top-notch with hassle-free maintenance and updates, so your online presence remains strong

Brand & Web Design:

With our expertise in Webflow, we help you stand out in a crowded digital landscape and make a lasting impression on your customers.

Call to Action:

See for yourself - schedule a free website analysis today. Our experts will review your current site and provide actionable recommendations to maximize your conversions.

Guarantee:

We're confident in the value of our free analysis, which is why we offer it with no strings attached. We're excited to work with you and help you achieve your goals!

Scarcity:

Today, time is the new currency.

Partner with a team that not only understands this, but can also deliver real results.

Closing Line:

We know taking big branding decisions can feel overwhelming. But we've got your back.

Get leads straight from your Website without spending a fortune in ads & Marketing!

Ask us how?