

*This is some copy for the home page of a website. I am trying to redesign his website as well, but this is for the writing/copy of it.

1) **Who am I writing to?** I am writing to any business owner or homeowner who understands the value of hard work but they also are perspicacious and they realize that in order for their business to succeed over competition, they need to get more efficient and modern technology that competes in today's day and age.

2) **Where are they now?** Right now they are working to keep their business alive so that they can pay the bills. And it is working, but they know that they can do 1000x better if they got up to date.

3) **Where do I want them to go?** I want them to be crushing it in their business by using modern and effective products and methods that actually work. I want them to see all their hard work pay off.

4) **What steps do I need to take them there?** First of all the products/ services actually have to provide value and utility to their everyday life. No point in marketing something that doesn't work well. Then I need to display the product/ service in a persuasive way by writing a good copy and by making everything neat and navigable.

The reader's roadblocks and solutions: The reader's roadblocks are that the products/services are too pricey or maybe he doesn't believe in them and he is complacent with what he has now. The solution would be to make it clear that the prices are affordable or come up with financing options, and you would need to provide social proof and credibility to showcase that the products and services are effective.

My personal analysis: I believe that there aren't too many call to actions or fascinations (Maybe it isn't salesy enough). I did it this way because I am trying to make the home page more of an intro and i'll keep the salesy stuff for emails and sales pages.

The actual copy:

Home page:

Technology Redefined

Your trusted source for comprehensive and innovative tech solutions for your home and business.

Say goodbye to the old, inefficient, and time-consuming technology you deal with and finally get the modern technology solutions that you have been waiting for. From your outdated telephone systems, your slow printer and copy machines, to your cheap and ineffective security systems, it is clearly time for an upgrade in your office, or even your home.

Whether you need security services, outsourcing services, infrastructure implementation, cloud platform services, or break-fix to name a few, our professional and experienced team will assist you to meet all of your business needs. Not only that, but we will also go above and beyond to ensure that you have a positive experience with our services and products, and that you are getting more than you paid for.

What we do:

We have a wide-variety and a comprehensive list of services for any of your needs, but we are not limited to the services displayed.

Our services include:

Cutting edge security systems, smart locks for your doors, IT solutions, Print management solutions, laptop/ desktop services, datacenter, modern management-digital technology and automations.

**These services would be more organized into their own block or section on the website.*

We also have the most state of the art products to compliment your perfect smart solutions that include:

CCTV, monitors, routers, adopters, DVR's, and SMPS.

Our expert team is here to equip you with the most modern, efficient, and effective solutions possible, at affordable prices. We hold ourselves to high standards. This means excellent and speedy customer service, a walk through of every product/installation/tech solution to make sure that you clearly and confidently know how to use it for your needs, and simple but quality products that actually make your life easier so that you can live with prosperity and a peace of mind.

Testimonials

What our clients say

(Positive Testimonials)