Landing Page Brainstorm

1- Above the fold

Headlines:

- Your error messages cost you money.
- How much do error messages cost you?
- How much are error messages costing you?
- Errors cost customer support hours and make users abandon tasks
- Make error messages cost you less
- Lose less money from error messages
- Stop losing money to your error messages
- Reduce the cost of your error messages

Sub headlines:

- You already track and test your call-to-actions and marketing copy, but are your error messages working for you or against you?
- We're Optimizely + Logs for your error messages. Are your errors actively reducing customer support queries and helping users complete tasks instead of abandoning them?
- We'll help reduce the volume of customer support queries from your error messages
- Customers do one of three things when they encounter an error: solve their problem, contact support, abandon their task. We'll help your errors do the right thing.
- You already test call-to-actions to make money, we'll help you test errors to save money

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2- Benefit driven feature list

Headlines:
- Customers do one of two things when they encounter an error
  - They find a way to complete their task, or they abandon their task. And there's a good chance they reach out to customer support in either case.
- How often do errors cause your users to contact support?
  - Or abandon a task? These outcomes reduce your lifetime customer value. We want you to recover that value.

Benefeatures:

- Prioritize, focus, high impact? **[2]**
    - Quickly identify which errors are costing you the most, to make the most immediate impact.
- Alerts **[4]**
    - We'll smartly identify new problematic or trending errors causing customers pain. So you can fix them before they cost you a lot.
- Replay a user's session **[3]**
    - Need to know how a user caused an error, or when exactly they abandoned your feature? Replay their session to see exactly how it went down.
- A/B Test Errors **[1]**
    - Create a version that reduces abandoned tasks and customer support touches. Test new doc links, actionable copy, a friendlier tone, and more.
- Getting started takes minutes **[5]**
    - You can begin tracking important data by simply pasting our JavaScript snippet onto the pages users might encounter an error.
- Integrate **[6]**
    - Do less work. If an error is a bug, facilitate improvements with our GitHub integration. Or assign writing new docs for a message in Trello.

3&4- An error's journey. Presenting a bad experience with a happy ending

Section 3 (Gif of bad error)
- Find opportunities to save money and improve your customer's experience
    - In this real world example, Bystander.io would alert you to both: odd behavior from an empty error message, customer confusion from multiple rapid failures Then your team can view the user's session, to see just what the customer is experiencing, if they haven't contacted support already
- Let's see how we can stop this error from causing customer support tickets
    - With replaying the user's session, and checking the error logs in Bystander, your team rapidly identifies the user is working with an expired session.
    - Let's use this opportunity to:
        - Inform the user their session has expired
        - Force them to re-authenticate
        - Provide a link to docs in case the user wants to know why
- Another CTA here