

Project: Landing Page

100 Push-ups: <https://rumble.com/v57ypzp-100-pushups.html>

Business Objective: For them to contact us about getting WiFi for their hotel, because they are interested in buying.

To achieve this, I need an SEO-optimized landing page that shows up in Google Search Results. This gives us potential to scale through Google Ads further down the line.

We're going to be targeting active buyers. They're awareness level 3, sophistication level 5, and this is the first step inside the funnel. They're searching directly for 'wifi for hotels' and our page is coming up. The rest of the funnel is directly in the 'Process' section of the copy.

This page hasn't been tested or cosmetically designed yet. I've had lots of reviews from fellow Agoge 01 grads & the other copy review chats. I've gone through lots of iterations and this is collectively the best I've come up with.

I think it's good, and I just want some general feedback on the copy, mainly if I manage to hit the right triggers in the buyer's mind and what I could do to improve these. Advice on design would be much appreciated if possible but this isn't a priority, the focus is on the actual copy.

Here's how our services play into the value equation:

- Effort & Sacrifice: we try to keep costs affordable, but refuse to cut corners. No cheap Chinese equipment. I'd say we aim to be an affordable premium solution - medium priced. It's also quite hassle-free for the client in terms of time & effort costs. The buying process is in the copy under the process section, if you need to look more into this.
- Dream State: They want alleviation from poor/no WiFi from their guests. It might be too slow, have dead spots, constantly having outages, etc. This causes customer dissatisfaction, which in turn results in time & effort cost to fix the WiFi every time, customer complaints, and bad reviews.
- Perceived Likelihood of Achievement: They pay, we do it, they get their results. Simple as that.
- Time Delay: Doesn't take months. This is hard to say because it heavily varies depending on hotel location and our current workload/schedule. This could be a weakness as well as a small company with only one main man who does this.

Business: www.raecomputing.com

Who am I talking to?

- Owners of hotels
- Managers/Executives of hotels

Where are they now?

- They want to install better WiFi for the guests in their hotel
- They want to install WiFi for the guests in their hotel

Where do I want them to go?

- A contact page to contact us about WiFi for their hotel

What are the steps I need to take them through to get them from where they are to where I want them to go?

- Search Google for a keyword
- Evaluate between options
- Read/skim my page
 - Boost Value, Certainty, and Trust Levels - with a large focus on trust.
- Send an enquiry using the form

Value Levels: 7/10, Threshold: 8/10

Certainty Levels: 6/10, Threshold: 8/10

Trust Levels: 0/10, Threshold: 8.5/10

Roadblocks (as this is to capture active buyers):

- Value based - Price (may be too expensive)
- Trust based - Previous experience (may have had a poor experience before)
- Trust based - Is this an experienced enough company to do the job right?

TOP KEYWORD: WiFi for hotels

Other Keywords:

- Hotel Broadband
- Broadband for hotels
- Hotel WiFi solutions

Personal Analysis:

Note: I've tried to improve these as much as I can, but I've mentioned things I think could be even better under your guidance.

- I think the Headline and tagline are strong, along with the CTA form
- The body section & 4-way-close is okay. It could do with work, though.
- Why Us? section and Benefits section are strong, but could possibly be worded better.
- Process section works for what it is but could possibly connect better with the dream state.
- I think the Final CTA works well.

EVERYTHING IS COPY FROM HERE

Headline

- Hotel WiFi that Simply **Works**

Tagline

- No dead spots. No management. No daily issues or complaints. Just fast, secure, and reliable WiFi.

'Find out more' CTA button with an arrow pointing downwards

CTA Form (to the right of the headline & tagline)

Subhead: Get a Free WiFi Quote

Company Name *
Company Email Address *
Region (dropdown menu to choose from northeast, northwest, east midlands, west midlands, southeast, southwest, yorkshire, and other) *
Additional Notes

- ☐ I would like to receive marketing communication from RAE Computing regarding RAE Computing's services, products, and events
- ☐ I agree to the [Terms of Service](#) and the [Privacy Policy](#) *

(Button) Submit

Body Section

Are guests leaving your hotel unsatisfied because of slow, unreliable WiFi?

Are you fed up with customer complaints and the system going down, day after day?

If so, how do you ensure that your hotel WiFi is completely up to scratch?

<p>Do Nothing?</p> <p>You could just make do with poor WiFi, damaging your reputation & reviews over time. Thing is, you know exactly how badly that would go down with your guests.</p>	<p>Hire Someone New?</p> <p>You could also bring on a full-time IT “professional” to do it all for you. However, finding, training, and hiring the perfect person is problematic and time-consuming, not to mention expensive. Not exactly ideal.</p>	<p>Try a Cheap Fix?</p> <p>You might consider a cheap fix like a DIY solution or budget upgrade. Unfortunately, these often lead to frequent outages and inconsistent performance, causing a lot more harm than good.</p>
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Or, you could invest in reliable, done-for-you Hotel WiFi from a 20-year-experienced company, that simply works. No fuss, no expensive training, and no more unsatisfied guests.

Check out some stories of hotel owners who chose the 4th option below and see for yourself.

(Social Proof) Banner. Scrolling Reviews, similar to the home page on raecomputing.com.

Why Us?

Get our Undivided Attention

We're not a supermassive corporation with thousands of clients. We focus on the few we do have, giving them our full attention to deliver the best service possible.

Security and Reliability

We steer clear of cheap Chinese equipment. Instead, we use fast, secure and reliable products that work together flawlessly, ensuring long-lasting, dependable WiFi that simply works.

No Blind Spots, Guaranteed

We use professional site surveys and floor plans to ensure seamless coverage. You can relax knowing everything is set up perfectly, giving your guests an amazing experience.

All that without breaking the bank

Our solutions are cost-effective, delivering high-quality, reliable WiFi without the hefty price tag. You'll enjoy top-notch performance and great value for your investment.

(Button) Take the Next Step [if clicked scrolls back up to top form]

Benefits Section

Subhead: What RAE Computing can do for you

- 1. **Enhances Guest Satisfaction and Loyalty:** Offering fast hotel WiFi ensures guests have a pleasant stay, leading to repeat visits and positive reviews that spread like wildfire.
- 2. **Boosts Customer Reviews Across Rating Platforms:** Reliable WiFi is a key factor in both encouraging positive reviews, and preventing negative ones.
- 3. **Attracts Business Travellers:** Stable and fast network facilities are essential for business customers, ensuring your hotel's reputation in this group.
- 4. **Provides Valuable Customer Data:** Collecting email addresses and other customer details through hotel WiFi access can fuel future marketing efforts.
- 5. **Creates a Potential Revenue Stream:** Charging guests extra for faster, premium hotel WiFi is an easy way to generate additional income for the hotel.
- 6. **Prepares your Hotel for the Future:** Futureproof your hotel and prep for upcoming modern technology, enhancing the overall guest experience.
- 7. **Avoid Being Grouped with Mediocre Hotels:** Stand out from the competition and show your guests that you care about every single detail.

(Button) Yes, I want these benefits! [if clicked scrolls back up to top form]

(Social Proof) Stats based. Designed to build a lot of trust.
Probably in a banner design.

- 1. 20+ years in the industry
- 2. Rated 5 stars on Google
- 3. X number of satisfied clients
- 4. Partnerships with X number of top brands

Process Section (what will happen next, like a handhold close.
Also serves a value stacking role, and to show an experience play
with the bespoke tailored-to-them process)

Subhead: The Hotel WiFi Process: How We Help You

[this is split into 5 steps, presented as a horizontal step-by-step process]

Reach out	Tailoring it to you	Final Quote	Professional	Become a
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			Delivery	Success Story
You enter your details into the form above. We'll then reach out via email.	Next, we'll ask you a few questions to find what best applies to you and how to move forwards.	After going for an in person review of your hotel, you'll be presented with a final quote.	We deliver our services quickly and efficiently to meet YOUR needs, without breaking the bank.	Zero customer complaints and better reviews with Hotel WiFi that simply works.

(Button) Become a Success Story [if clicked scrolls back up to top form]

Final CTA section

Subhead: Find out more about WiFi for your hotel

Ready to boost reviews, revenue, and customer satisfaction?

[Same form as at the top of the page, linking to the same WP database. They do the same thing.]

(Button) Get my Free WiFi Quote

(still unsure? [Visit our FAQ page](#) to learn more) [I'll make this later, it's main goal will be to crush objections]

Final Social proof

All their certified partners' logos in a grid at the bottom.