## Main idea/purpose

According to usability, you should communicate the main idea/purpose from the beginning. Your current main message **is too abstract**, users won't catch the point and will most likely get a wrong impression. They may not dig deeper… and leave your website, if you didn't communicate your point (or that you have something interesting at least) from the beginning.
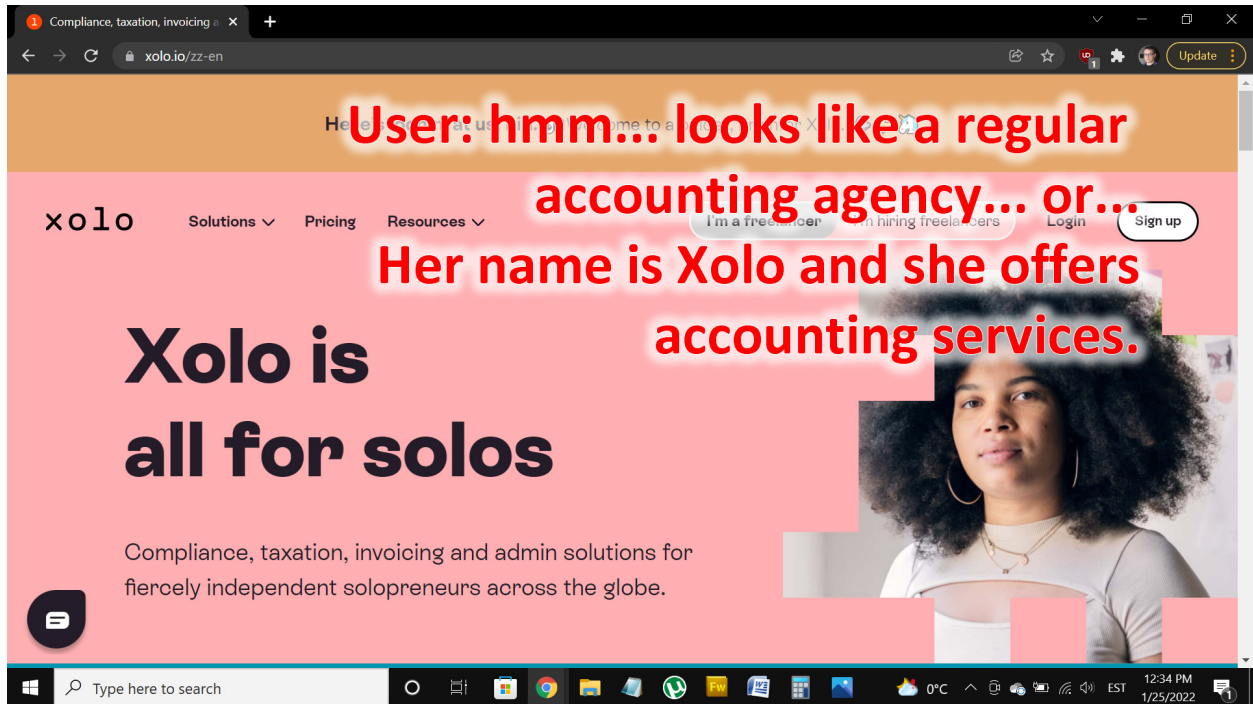

If I didn't convince you, see a slightly modified version with **the same** message:
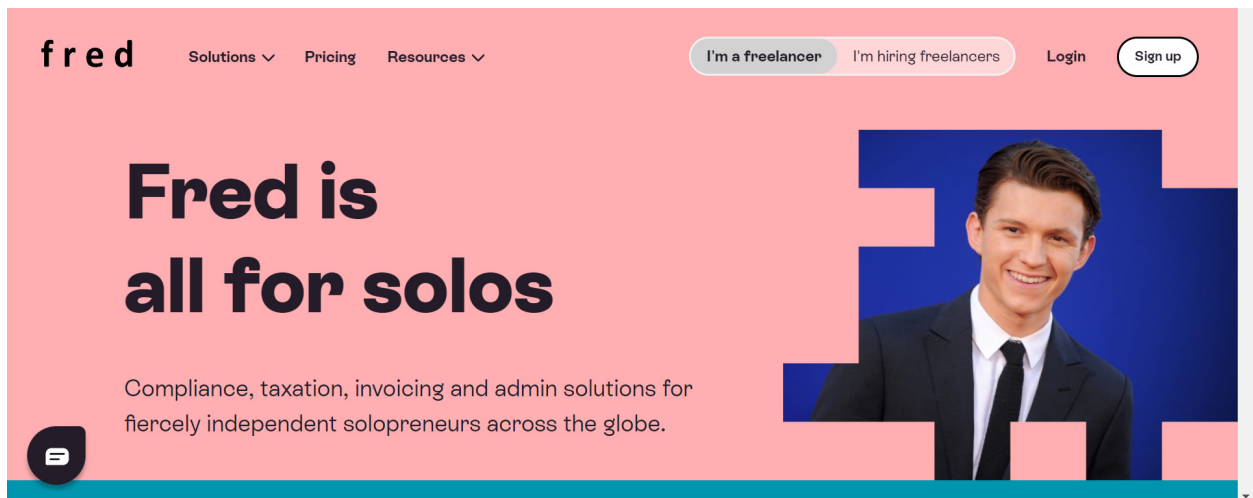
Of course, some things give a tiny hint that it could be an agency, not just one person, but it doesn't help much, as you're not just a regular agency (specializing on small businesses / solopreneurs? - regular agencies do it, too), but have something more interesting to offer.

How to fix this? See my variant below. I'm not saying it's the best – it's just something that came into my mind quickly, but it's already much better than your current message:
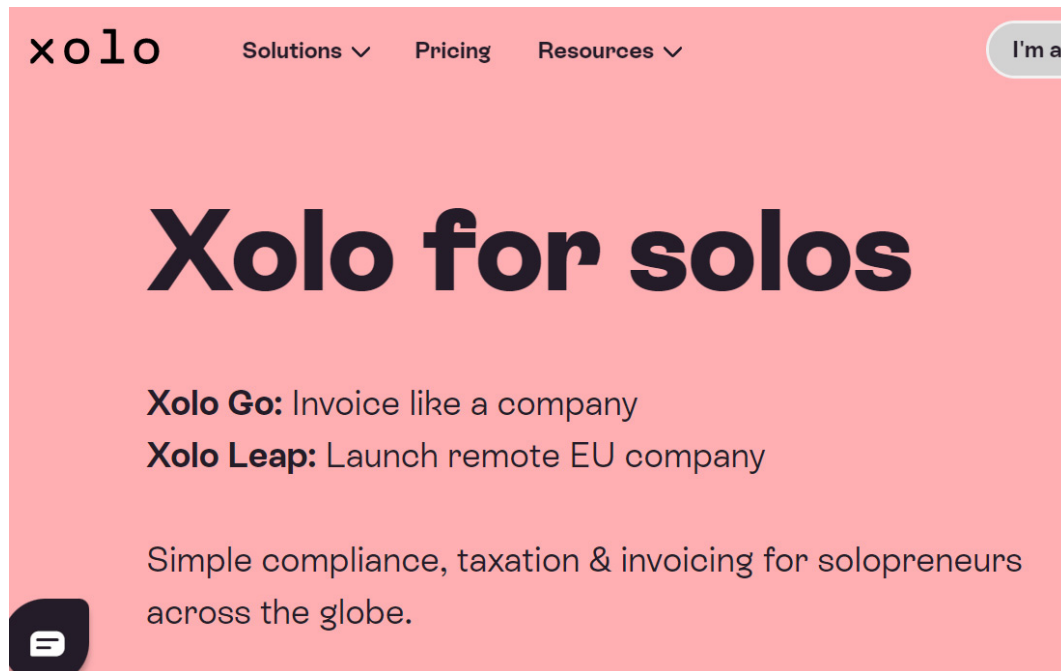
Also, your current version is especially not good on a mobile, just check it out:
1. The first thing user sees is a little bit abstract message
2. If s/he scrolls down, the second thing s/he sees is "Launch an EU business"
3. S/he has to scroll more or go to the menu to see "Invoice like a company"
   o S/he may not do it, leaving with a wrong impression about your solutions

Why Estonia?

It's communicated a little bit, but weakly… **It should be one of your main messages**, as freelancers probably don't know a lot about Estonia. Therefore, one of the main messages should be that Estonia is extra good, not a shady offshore zone and so on.

Sign Up

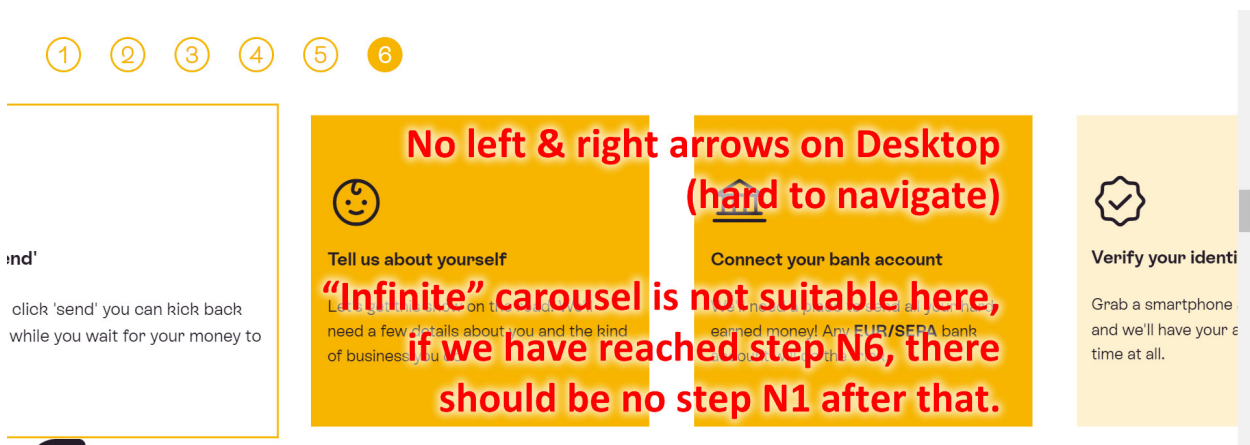You have call-to-action forms/buttons:

But, then…
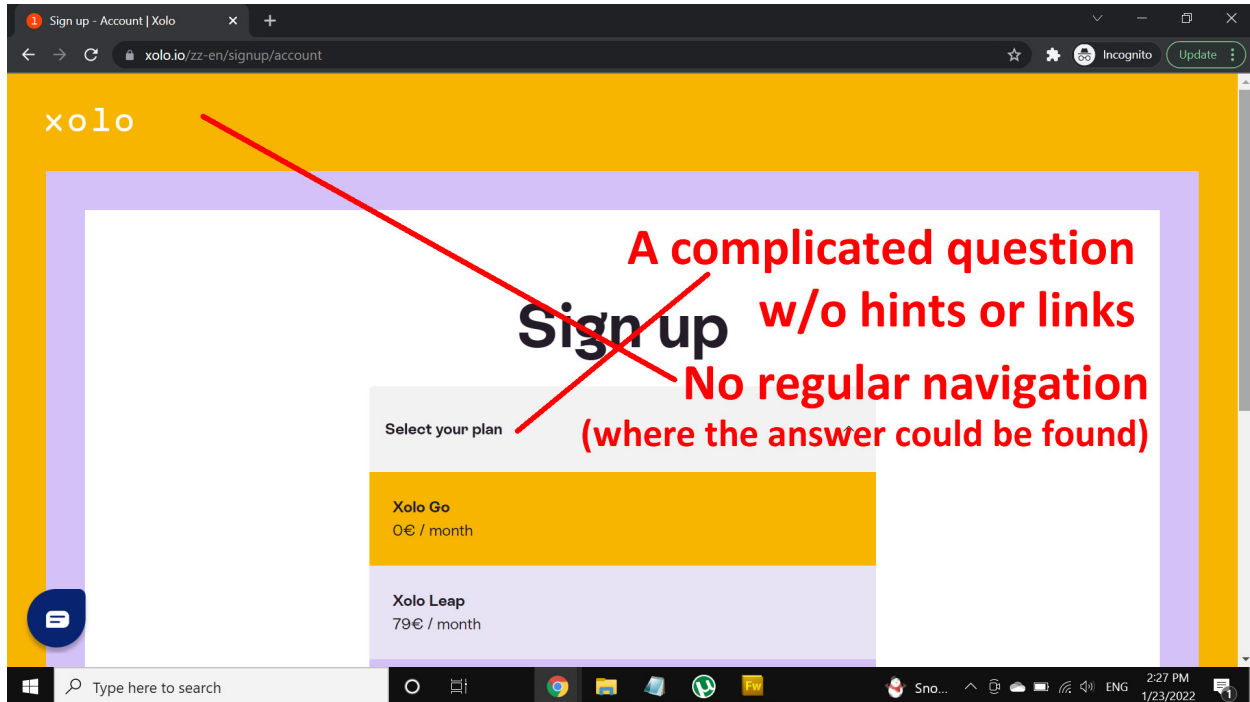
You have followed standard best practices suitable for standard cases where just signing up is all that's needed for beginning… But, you have a non-standard case and things should be done differently.

More issues? Of course there are, Estonian IT corporations have a lot of issues :)

If you still want to use an "infinite" carousel here, there's one more-or-less acceptable solution: show numbers on the cards (and that's actually a good idea in any case).

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