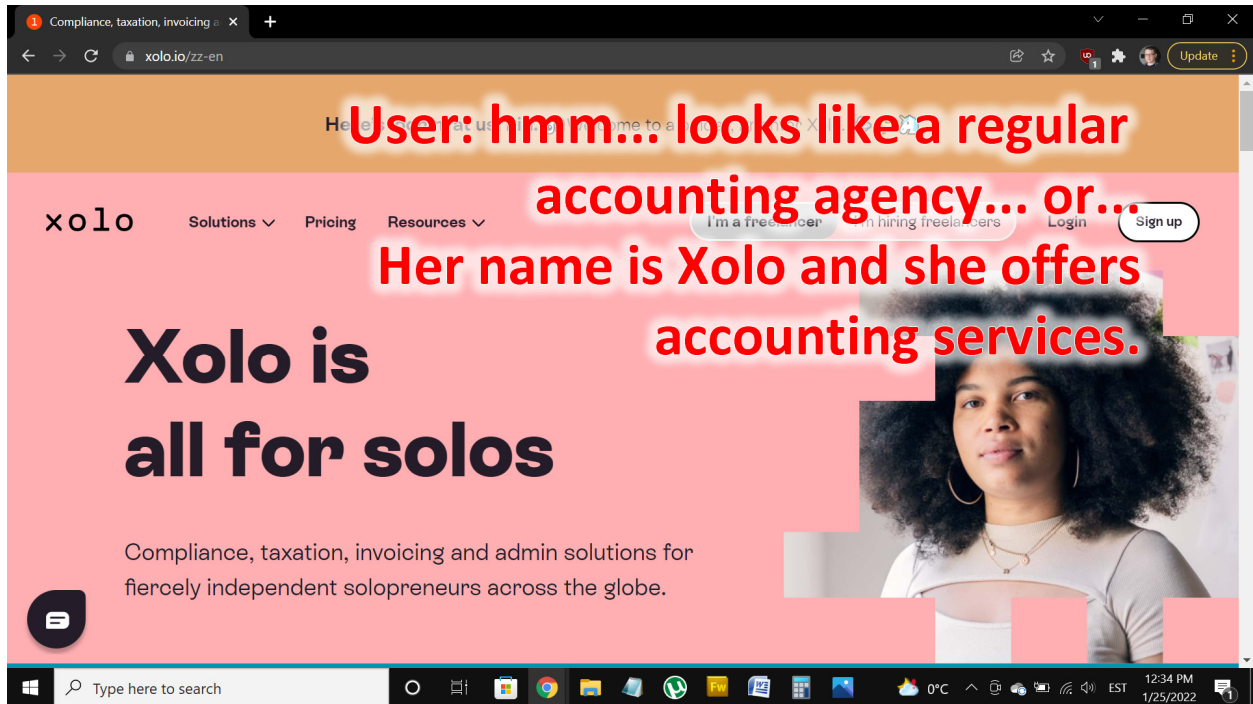
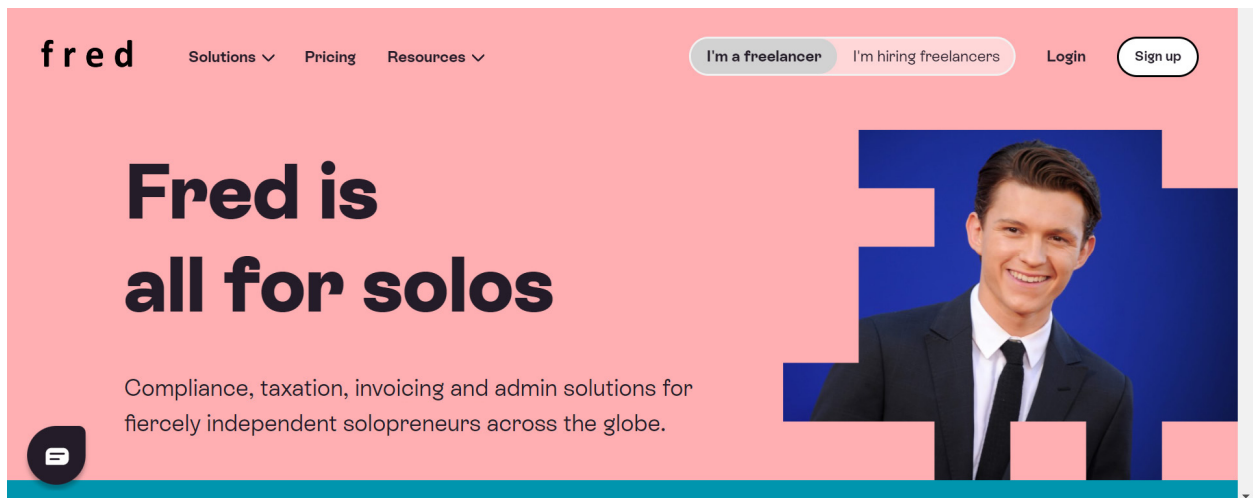


Xolo. Main idea/purpose

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.

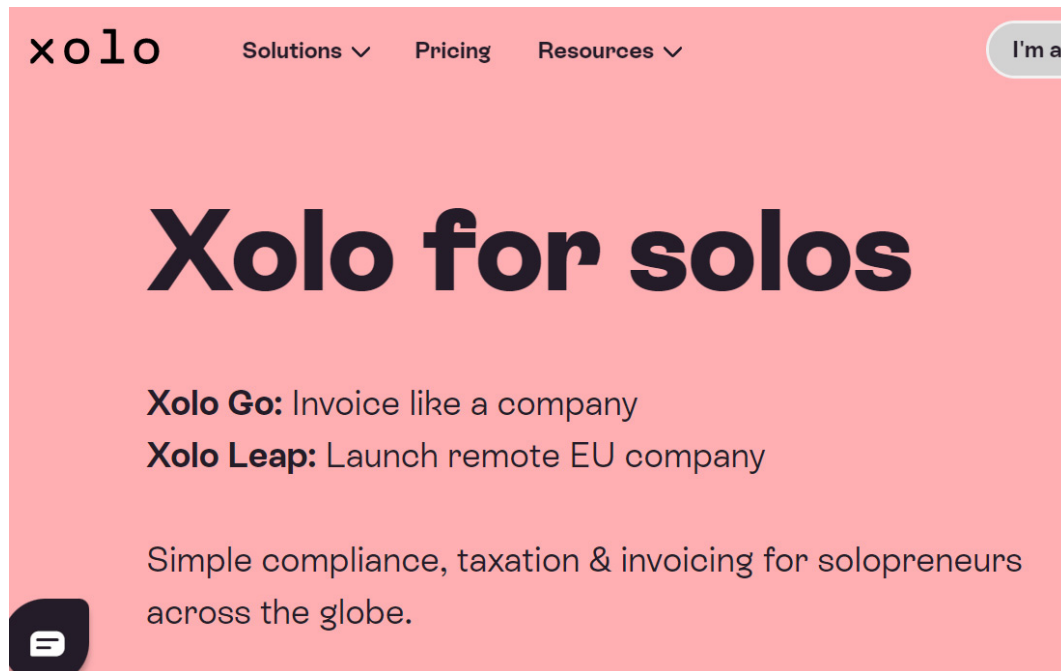


If I didn't convince you, see a slightly modified version with **the same** message:



Of course, some things give users 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:

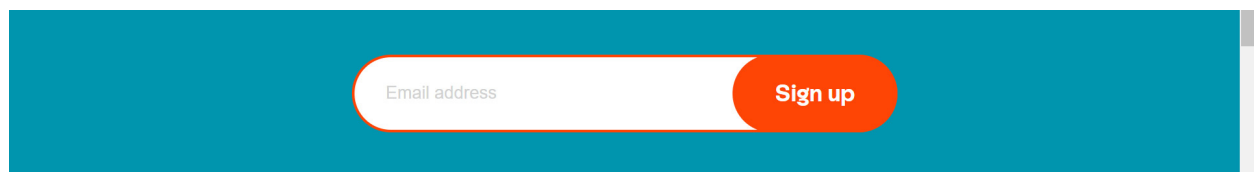
1. The first thing user sees is a little bit abstract message
2. If s/he scrolls down, the second thing s/he sees is "Launch an EU business"
3. S/he has to scroll more or go to the menu to see "Invoice like a company"
 - S/he may not do it, leaving with a wrong impression about your solutions

Why Estonia?

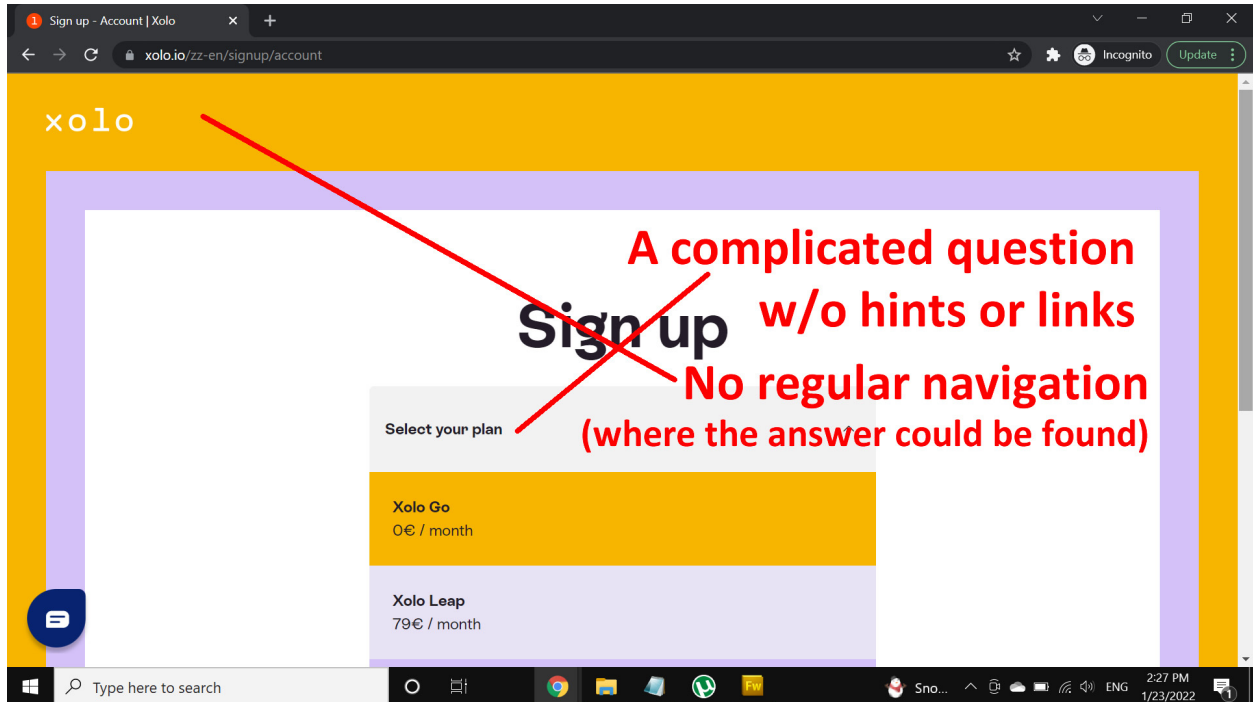
It's communicated a little bit, but weakly... **It should be one of your main messages**, as freelancers probably don't know a lot about Estonia. Therefore, one of the main messages should be that Estonia is extra good, not a shady offshore zone and so on.

Sign Up

You have call-to-action forms/buttons:

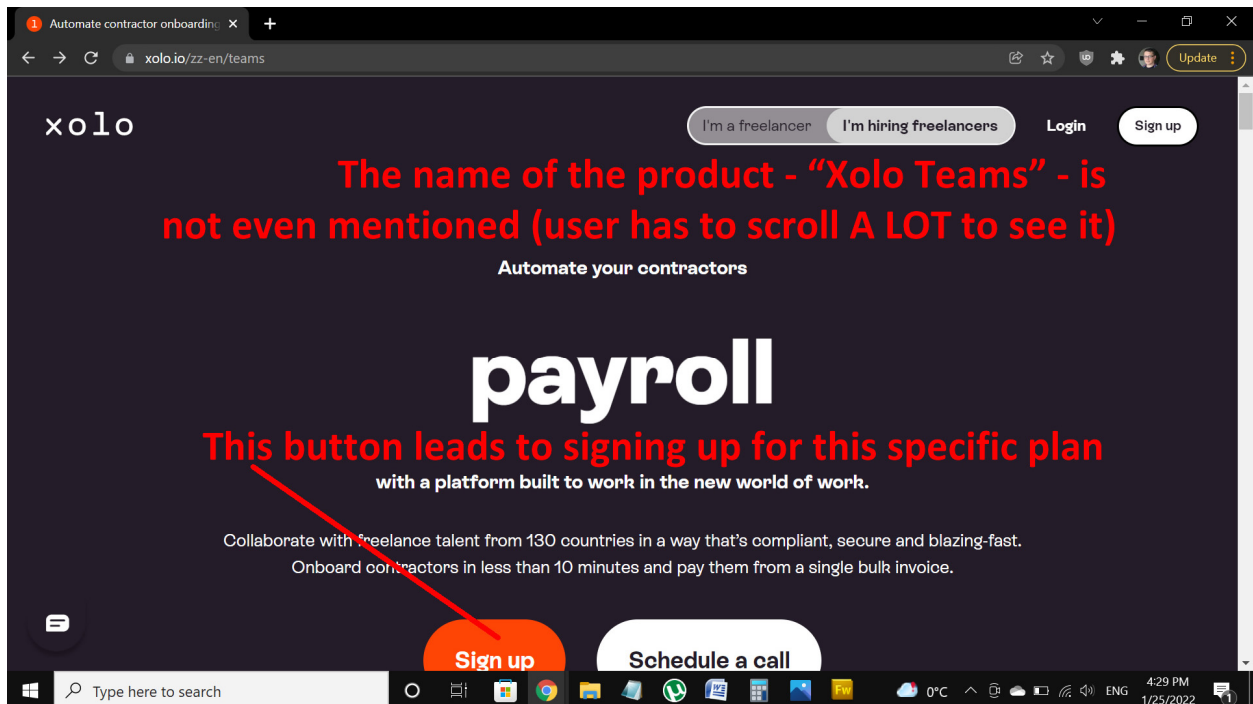


But, then...

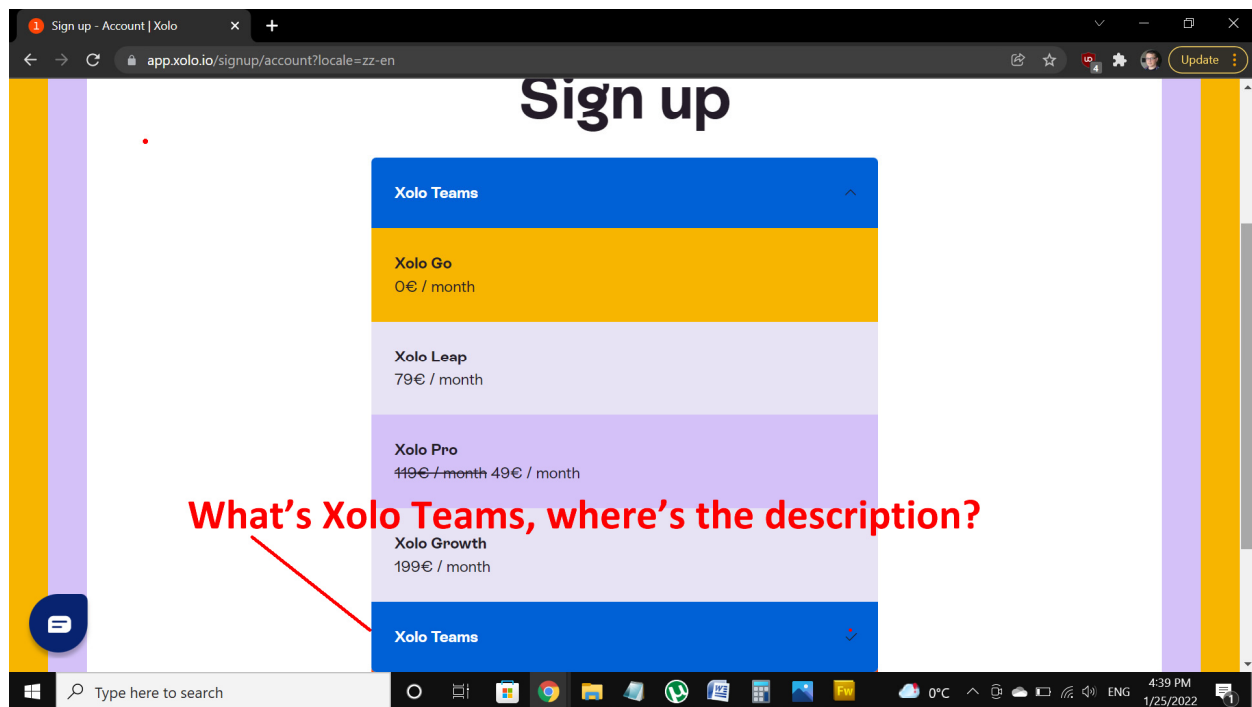


You have followed standard best practices suitable for standard cases where just signing up is all that's needed for beginning... But, you have a non-standard case and things should be done differently.

Also...



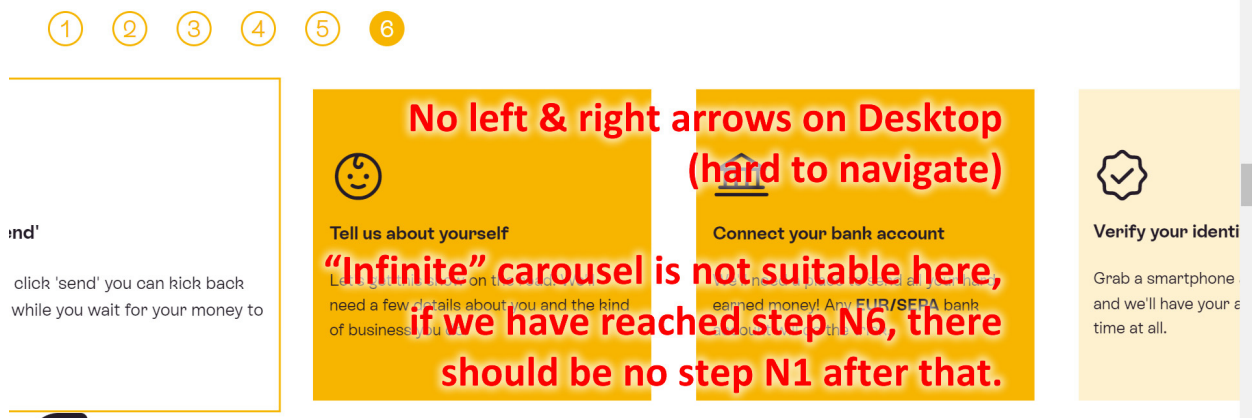
Still, the regular Sign Up form also contains Xolo Teams - it's hard for users to find out what it is and whether they should choose it or not:



Also, everything is even worse... it's also hard to find what are Xolo Pro and Xolo Growth, because these are not mentioned in navigation and they're buried (a lot of scrolling needed) in the description of Xolo Leap.

My quick suggestion is to rename these to Xolo Leap Pro and Xolo Leap Growth – this will make everything logical. But, if you can't rename these, some other solutions are also possible.

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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