

*Insert form and contact info here*

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## Copy & Design Revisions 1 - **Desktop**

- Home page hero
  - replace copy to read:
    - <head> One system. Every phase.
    - <sub-head> Project management software for discerning Southwest Florida builders
    - Remove the line of copy that's in italics
  - Make both buttons (schedule a demo & explore platform) look the way the explore platform button currently looks
- Home page module 1
  - Paragraph one, sentence 2, update to read: Strata eliminates the fragmentation undermining project success.
  - Make the explore the platform button white with a blue border and blue text (like what you currently have in the our story module of the home page)
- Home page module 2
  - Make the explore the platform button white with a blue border and blue text (like what you currently have in the our story module of the home page)
- Home page module 3
  - Update body copy to read:
    - P1: Strata exists because residential construction in Southwest Florida demands software as elevated as the clients you serve. We've witnessed seasoned builders struggle with costly, imperfect systems, juggling multiple applications, losing critical information between platforms and watching projects suffer from inadequate tools.
    - P2: Local builders need something better: a comprehensive solution built on the reality of construction.
    - P3: This isn't software adapted from other industries. It's a platform engineered for the challenges you face daily, designed by a team which understands successful projects require proper organization, efficient workflow, and complete integration.
  - Insert picture. I put some royalty free options [here](#)
- About page hero

- Remove the eyebrow that says “about strata”
- Replace “Born from Experience” with “About Strata”
- Replace body copy sentence so it reads: Software born from experience, built by people who understand builders’ needs.
- About page module 1
  - Combine the first two paragraphs and update them to read:
    - Strata was built by a Naples-based team with deep roots in Southwest Florida’s construction industry. Our experience, from the trades to project management to marketing, revealed a truth the industry knew but no one addressed: existing tools weren’t built for the daily needs of residential construction.
  - Remove the container that has our names and location
- About page timeline - remove all the copy in orange and we’ll move the content that’s currently in blue up to align with the dots. Update each phase to read:
  - Roots in the Trade: Our family established their electrical contracting business in Southwest Florida years ago, cultivating relationships with builders and developers throughout the region.
  - Pattern Recognition: Working alongside builders revealed a consistent pattern: missed deadlines, informal change orders, inadequate organizational systems. The industry was underserved by existing tools.
  - Builder’s View: As a project manager for a residential builder, we confirmed the local industry lacked software designed for the demands of high-end residential construction.
  - Complementary Expertise: Our deep market knowledge and agency relationships across the construction sector, combined with our technical expertise, revealed an opportunity to create something better.
  - The Solution: Comprehensive project management software designed specifically for the region’s builders—priced fairly and engineered to address the actual challenges faced by Southwest Florida’s residential construction professionals.
- About page blue banner with metrics. Update to have:
  - SWFL Based
  - 100% Residential Focus
  - Check mark complete platform
  - X external tools needed
- About page module 5 - remove this entirely
- About page module 6 - update copy to read “Ready to start?”
  - Make both buttons look the way the explore a platform button currently looks
- Product page hero

- Remove where it says “the platform”
- In the headline, do a hard return after control so that “complete control” and “total clarity” are on two separate lines
- Product page module 2 - remove the tiny bit of copy that says “the process”
- Product page module 3 (blue strip banner) - remove
- Product page module 4
  - Remove the tiny bit of copy that says “core modules”
  - Replace the headline (everything you need...) with “Core Modules”
- Product page module 5
  - Remove the tiny bit of copy that says “purpose built”
  - In the body copy, each paragraph has a different font size, make them match
  - Make the button white with blue border and blue text
  - Use a different visual, this is the same image as the home page. Make do a gantt schedule screenshot
- Product page module 7
  - Remove the body copy so the module becomes thinner
  - Make both buttons look the way learn our story currently looks