

Content Guide

Drinks Sustainability Tool

Version: 1.1

Date: 2025-07-18

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Status: Draft

1. Introduction

This document outlines the content requirements for the public-facing website of the 'Drinks Sustainability Tool'. The goal is to create compelling, clear, and consistent messaging across all pages to attract, educate, and convert potential clients. The tone and style should adhere to the finalized Style Guide.

2. Overarching Message

Core Message: "Sustainability, Simplified. We empower drinks brands to measure their environmental impact, build a credible sustainability story, and turn their commitment into a commercial advantage."

Keywords: Sustainability, Drinks Industry, Carbon Footprint, LCA, EPD, Supply Chain, B Corp, ESG Reporting, Sustainable Business.

3. Page-by-Page Content Plan

3.1. Homepage (/)

- **Goal:** Grab the user's attention, clearly state the value proposition, and guide them to key sections.
- **Hero Section:**
 - **Headline:** "Your Sustainability Journey Starts Here."
 - **Sub-headline:** "The all-in-one platform for drinks brands to measure, manage, and master their environmental impact."
 - **Call-to-Action (CTA):** Primary Button: "Get Started for Free" | Secondary Button: "See How It Works"
 - **Visual:** An aspirational, high-quality photograph of a founder looking thoughtfully over their product or a natural landscape (vineyard, orchard).
- **Services Overview Section:**
 - **Headline:** "Everything You Need, All in One Place."
 - **Content:** A brief, icon-driven summary of the key services (LCA Calculation, Supplier Management, Reporting, Expert Validation). Each summary should link to the main Services page.

- **Social Proof Section:**
 - **Headline:** "Trusted by Brands Like Yours."
 - **Content:** A rotating carousel of 2-3 client logos and a powerful quote from one of them. Links to the Testimonials page.

3.2. Services Page (/services)

- **Goal:** Detail the core features of the platform and their benefits.
- **Headline:** "A Simpler Path to a Stronger Impact."
- **Content Blocks (one for each key service):**
 - **LCA & Product Footprinting:** Explain what it is, why it's important, and how the platform automates this complex process.
 - **Supplier Data Management:** Detail the supplier portal and how it solves the Scope 3 data challenge.
 - **Automated Reporting:** Showcase the "Dry and Data-Driven" report and its benefits for stakeholders.
 - **Human-in-the-Loop Validation:** Emphasize this as a key trust-builder. Explain the review process.
- **Visuals:** Screenshots of the platform's dashboard and reports.

3.3. Pricing Page (/pricing)

- **Goal:** Clearly and transparently explain the pricing model.
- **Headline:** "Fair Pricing That Grows With You."
- **Content:**
 - An explanation of the revenue-based sliding scale philosophy.
 - A clear, side-by-side comparison of the tiers (Free, Growth, Enterprise), showing the features included in each.
 - A Frequently Asked Questions (FAQ) section addressing common pricing questions.
- **CTA:** "Choose Your Plan" on each tier.

3.4. About Us Page (/about-us)

- **Goal:** Tell the story of Avallen Solutions and build a human connection.
- **Headline:** "Driven by a Passion for a Greener Drinks Industry."
- **Content:**
 - The founding story and mission.
 - Profiles of the key team members, with professional yet approachable photos.
 - A statement on the company's own sustainability commitments.

3.5. Case Studies (/case-studies)

- **Goal:** Provide in-depth proof of the platform's value.

- **Index Page Headline:** "See the Impact We're Making."
- **Content:** A grid of case study cards. Each card should have:
 - Client Logo
 - A compelling headline (e.g., "How [Client Name] Uncovered 20% Carbon Savings in Their Supply Chain.")
 - A brief summary.
- **Individual Case Study Page:**
 - **Structure:** The Challenge, The Solution (how they used the platform), The Results (with hard numbers and metrics).
 - **Visuals:** Photos of the client's products and team, graphs showing their improvements.

3.6. Testimonials (/testimonials)

- **Goal:** Showcase positive feedback to build trust.
- **Headline:** "What Our Clients Are Saying."
- **Content:** A collection of pull quotes from clients. Each testimonial should include:
 - The quote itself.
 - The person's name, title, and company.
 - A professional headshot of the person.

3.7. Blog (/blog)

- **Goal:** Drive organic traffic and establish thought leadership.
- **Content:** Articles on topics relevant to the target audience:
 - "Understanding Scope 3 Emissions for Your Distillery"
 - "5 Ways Sustainability Can Boost Your Brand's Bottom Line"
 - "Navigating the New UK Sustainability Reporting Standards"
- **Visuals:** Each post should have a high-quality feature image.