### **Homepage Content Strategy**

The homepage is designed to be a "strategic summary." It will hook the visitor, prove your value with high-impact results, and guide them to the detailed proof in your case studies. Every word is chosen to align with the skills and outcomes that top-tier marketing and tech roles require.

Here is the content, ready to be implemented.

### **1. Hero Section**

**Goal:** Immediately define who you are and the core problem you solve. This is your elevator pitch.

* **Headline (h1):  
  Jacob Darling — Marketing Strategist & Systems Architect** *(This headline is perfect as-is. It's keyword-rich, authoritative, and clearly states your hybrid role.)*
* **Subtext / Tagline (p):  
  I design and build integrated marketing ecosystems. By blending brand strategy with marketing automation and CRM architecture, I create scalable systems that drive lead generation and measurable revenue growth.** *(****Strategic Keywords:*** *integrated marketing ecosystems, brand strategy, marketing automation, CRM architecture, scalable systems, lead generation, revenue growth.)*

### **2. Featured Case Studies**

**Goal:** Funnel visitors directly into your most impressive work. These cards act as "movie trailers" for your project deep dives, using compelling hooks and keyword tags to draw the reader in.

* **Section Headline (h2):  
  Project Deep Dives**
* **Card 1: The Launchpad**
  + **Icon:** 🚀
  + **Title:** The Launchpad
  + **Hook:** Transformed a static directory into an automated **lead generation** and **revenue engine** through strategic **marketing automation**.
  + **Keyword Tags:** Marketing Automation, Product Vision, Revenue Growth, CRM Strategy
  + **Button:** Read the Story
* **Card 2: The Compass**
  + **Icon:** 🧭
  + **Title:** The Compass
  + **Hook:** Overhauled a broken analytics pipeline to enable precise **attribution**, optimize **ad spend**, and provide trustworthy **marketing ROI** data.
  + **Keyword Tags:** Analytics Engineering, Data Integrity, Conversion Rate Optimization, Performance Marketing
  + **Button:** Read the Story
* **Card 3: The Fortress**
  + **Icon:** 🛡️
  + **Title:** The Fortress
  + **Hook:** Architected a multi-layered **security** and **performance optimization** strategy to protect business-critical assets and enhance the **user experience**.
  + **Keyword Tags:** Infrastructure Security, Performance Tuning, DevOps Principles, Cloudflare
  + **Button:** Read the Story

### **3. My Philosophy (Snippet)**

**Goal:** Add a layer of strategic depth that differentiates you from other candidates. This shows you have a guiding vision for your work.

* **Section Headline (h2):  
  My Approach: Architecting for Growth**
* **Principle 1:  
  Build for the System, Not Just the Campaign.** I design holistic **full-funnel marketing** ecosystems that ensure scalability and a seamless **customer experience**.
* **Principle 2:  
  Translate Complexity into Clarity.** I act as the bridge between creative vision and the **MarTech stack**, ensuring technical and strategic alignment across teams.
* **Principle 3:  
  Measure What Matters, Automate the Rest.** I implement robust **analytics and attribution** models to track KPIs, then automate workflows to drive efficiency and focus on **data-driven growth**.

### **4. Final Call to Action (CTA)**

**Goal:** A clear, final prompt to guide the user to the next step.

* **Headline (h2):  
  Ready to build a smarter marketing system?**
* **Buttons:**
  + View All Case Studies
  + Get In Touch

This completes the homepage content. It is now a highly organized, keyword-rich, and strategically compelling page that serves as the perfect entry point to your portfolio.