

# **AutoCertify Landing Page (conversion-first, panic-proof)**

## **1) Page goal**

Get a stressed “Not Secure” visitor to click Secure My Site Now and complete a one-minute signup, then guide them through a 3-step setup with constant reassurance.

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## **A) Landing Page Structure + Exact Copy (ready to paste)**

### **Top bar (thin, calming, trust)**

- Left: AutoCertify logo (green shield + check)
  - Right (small): Need help? Chat 24/7 · support@autocertify.com
  - Optional micro-trust:  Secure & private
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## **1) Hero (above the fold)**

Headline (H1):

Fix the “Not Secure” Warning on Your Website Instantly

Subhead:

Get the green padlock in minutes — no coding needed. We know how alarming that “Not Secure” warning is. We’ll guide you step-by-step.

Primary CTA button (big, green):

Secure My Site Now

Secondary link (low-friction):

Check my site first (opens domain checker)

Hero reassurance chips (small, inline):

- Zero Downtime
- Works with Everything
- Set up in under 5 minutes
- 24/7 monitoring

Hero visual (right side on desktop, below headline on mobile):

A simple illustration of a browser address bar:

- Left state: small red “Not Secure”
- Arrow →
- Right state: big green lock + “Secure”

Microcopy under CTA:

No credit card surprises. Cancel anytime. You'll see progress immediately.

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## 2) Benefit highlights (fast scan)

Use 4 icon cards (simple line icons, green accents).

### 1. Instant Security Fix

Turn the warning off fast—without digging into settings.

### 2. Zero Downtime

We verify everything before you switch, so your site stays live.

### 3. Works with Everything

WordPress, Shopify, Wix, ClickFunnels, custom sites—if it's a website, we can secure it.

### 4. 24/7 Automatic Protection

We keep watch so you don't have to think about it again.

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## 3) “How it works” (3-step relief graphic)

Title: Secure your site in 3 simple steps

A horizontal stepper (vertical on mobile):

Step 1 — Sign up

Enter your domain and email.

Step 2 — Add one record (we guide you)

We show you exactly what to paste, with a “Copy” button.

Step 3 — You’re secure

Big green check: Your site is safe now.

Support microcopy under the stepper:

Stuck? We'll walk you through it in chat—24/7.

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## 4) Pricing (single plan, no confusion)

A single “plan pill” card with a friendly tone.

Simple pricing line:

Just \$15/month for peace of mind — secure up to 50 sites.

Included bullets:

- Instant setup
- Automatic renewals
- 24/7 monitoring
- Guided setup (chat support)

CTA repeat:

Secure My Site Now

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## 5) Reassurance / FAQ (objection killers, non-technical)

Keep answers short. Accordion style.

Q: Is this legit?

A: Yes. We use industry-standard SSL and best practices to secure your connection. You get the same “secure” experience visitors expect.

Q: What do I need to do?

A: Usually just add one record (we show you exactly what to paste). No coding.

Q: Will my site go down?

A: No — Zero Downtime. We verify the setup before switching.

Q: Will it work with my website builder / host?

A: Works with Everything. WordPress, Shopify, Wix, ClickFunnels, and custom sites.

Q: How will I know it's fixed?

A: We show a live status, and you'll see the green padlock once it's active.

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## 6) Footer (minimal, trust-focused)

- Small lock icon + Powered by AutoCertify
  - Support: support@autocertify.com · Chat 24/7
  - Links: Privacy · Terms
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## B) Visual Design System (**bright, friendly, trust-first**)

### Colors (**simple + accessible**)

- Primary Green: “Secure Green” for CTAs + success states
- Deep Green: for hover/active states + headings accents
- Background: white + very light mint tint sections
- Text: near-black for readability
- Warning Red (sparingly): ONLY for the “Not Secure” badge in the hero visual and rare error states

### Typography

- Friendly sans-serif (e.g., Inter / System UI)
- H1: 44–56px desktop, 34–40px mobile
- Body: 18px (don’t go smaller; your users are stressed)

### Layout

- Max width: ~1100–1200px
- Generous whitespace
- Soft shadows, rounded corners (12–16px) for calmness
- Sticky CTA on mobile (“Secure My Site Now”) after the user scrolls past hero

## Buttons

- Primary (green): large, high-contrast, full-width on mobile
  - Secondary: outline or soft gray
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# C) “Secure My Site Now” User Flow (panic-friendly)

## Entry point: CTA → modal (fastest) or scroll-to-form

I recommend a modal to keep momentum.

### Step 0 (Modal): Start securing

Title: Let's secure your site

Fields:

- Website address (placeholder: yourdomain.com)
- Email
- Password (with “show” toggle)

Primary button: Start Securing

Microcopy: "We'll guide you. No tech skills needed."

After submit: show "Creating your secure setup..." with a calm spinner + progress bar.

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## Step 1: Dashboard status (big, emotional relief UI)

Top banner status card:

If pending:



"Add the record below. It's safe and reversible."

If complete:



"You're protected. We'll keep monitoring 24/7."

Also include a big Check Connection button.

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## Step 2: Guided "Add one record" screen (the critical moment)

Make this idiot-proof (lovingly).

Header: Add this one record (we'll stay with you)

- A dropdown: "Where is your domain registered?" (GoDaddy / Namecheap / Cloudflare / "Not sure")
- Shows tailored instructions (simple bullets + screenshots later if needed)

Record box (copy-ready):

- Type: CNAME (or TXT)
- Name/Host: ac-verify
- Value: verify.autocertify.net

Each line has a Copy button.

Buttons:

- I added it — Check now
- “I’m stuck” → opens chat

Reassurance text:

“Changes can take a few minutes to show up. That’s normal.”

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## Step 3: Confirmation (celebration but not cheesy)

Full-page success state:

Green padlock is back.

Your site is safe now.

Secondary actions:

- “Add another site”
  - “Invite my web person” (sends them the exact step + record info)
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# D) UX details that increase conversion (without overwhelming)

## Trust signals (subtle, everywhere)

- Lock icon near key headings
- “Secure” text always green
- Persistent “Chat 24/7” link
- Clear, calm system messages (“You’re doing great. One last step.”)

## Error handling (no blame)

- “Hmm—can’t find that domain. Try without https://”
- “No worries—DNS can take a few minutes. Try again.”

## Accessibility basics (must-have)

- 4.5:1 contrast minimum for text
- Visible focus rings
- Buttons at least 44px tall
- No tiny gray helper text—use readable sizing

## Mobile-first behaviors

- Sticky bottom CTA

- Stepper becomes vertical with big step numbers
  - Copy buttons are large and thumb-friendly
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## Vance Mercer's take (no fluff, just what wins)

This is the right spine: panic → relief → one action → guided finish. The copy is clean, non-technical, and keeps the user moving.

Now the upgrades I'd force in before we ship:

1. Add a guarantee above the fold. One line: “If we can’t secure your site, you don’t pay.” You’ll feel conversion lift immediately.
2. Put the domain field in the hero (inline). Button becomes “Secure My Site Now” but the user already started. Less friction = more money.
3. Show proof, even tiny proof. If you can truthfully say it, add: “Trusted by \_\_\_\_ sites” or “\_\_\_\_ padlocks restored this week.” If you can’t yet, don’t fake it—use “24/7 human help available” as proof instead.
4. Make “Works with Everything” concrete. Add a tiny icon row: WordPress, Shopify, Wix, Cloudflare, GoDaddy. People calm down when they see their stack.
5. Obsess over the DNS step. That’s where users die. The registrar picker + tailored steps + big “Copy” buttons is non-negotiable. Add screenshots as soon as you have them.

Do those five and this page won’t just look trustworthy—it’ll print conversions.