

LANDING PAGE PROJECT

(Visual, Ordered, Landing-Page-Focused)

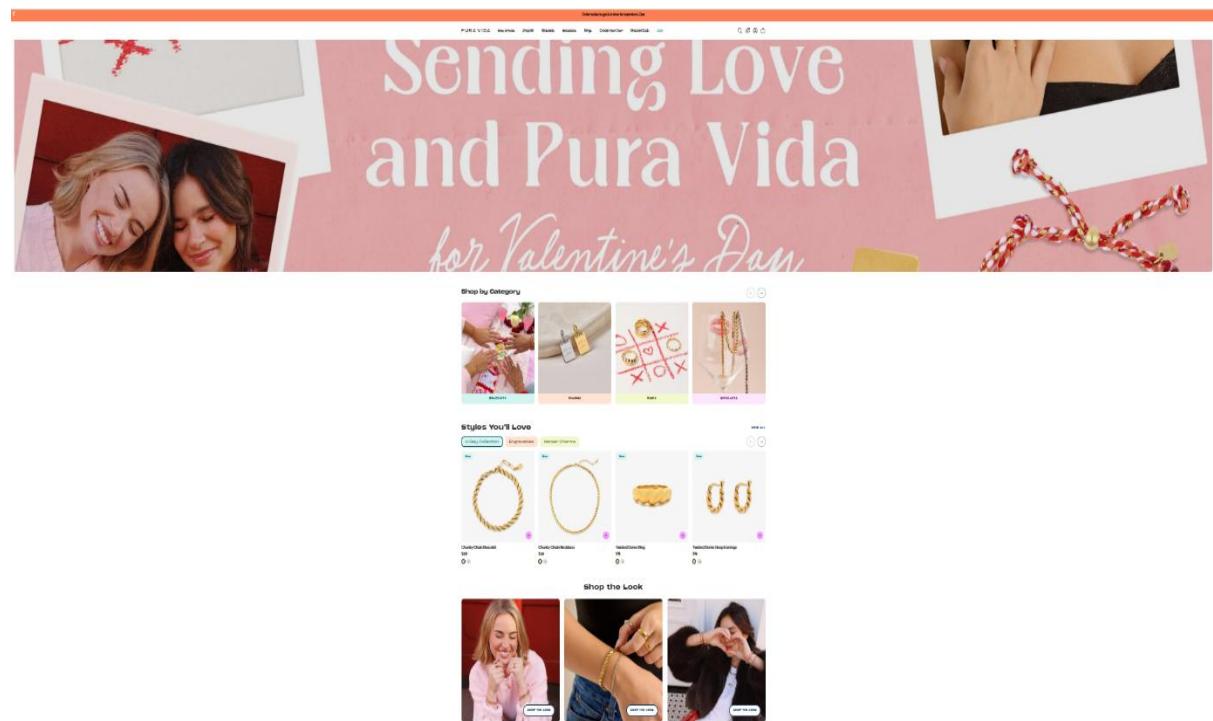
<https://www.puravidabracelets.com/>

PROJECT 1 — Jewelry Brand Landing Page

(Reference: Pura Vida Bracelets)

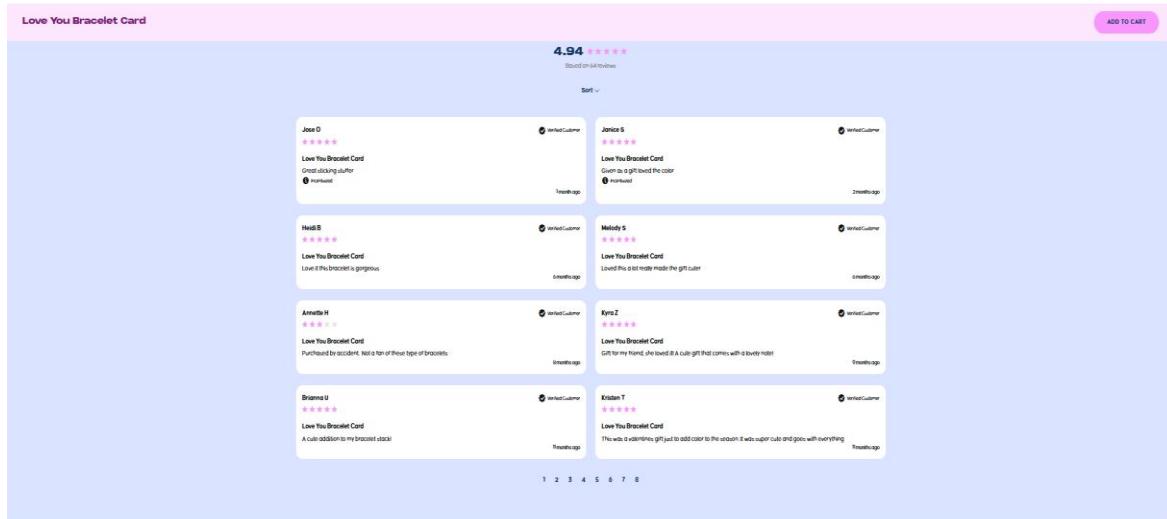
SECTION 1: Hero Section (FIRST & MOST IMPORTANT)

Hero section crafted to instantly communicate brand identity and intent.



SECTION 2: Social Proof / Trust Signals

Social proof section used to build trust and reduce hesitation through reviews, ratings, and customer validation.



SECTION 3: Benefits / Value Proposition

Blog section designed to support SEO, brand storytelling, and long-term organic growth.

A screenshot of the Pura Vida blog section titled "The PV Scoop". The header includes a "Free shipping on all orders \$50+" offer and a navigation bar with links like "PURA VIDA", "New Arrivals", "Shop By", "Bracelets", "Necklaces", "Rings", "Create Your Own", "Bracelet Club", and "Sale".

The main content area features several blog posts in a grid format:

- ON ISLAND TIME**: A post about Spring Breakers Digs from Feb 27, 2025, by Margaret Odishi.
- LIVE FREE TOUR 2024**: A photo of three women sitting on a beach with the text "Live Free Like a Local Stop #6 in NYC Aug 22, 2024 - by ChristyFox".
- LIVE FREE TOUR 2024**: A photo of three women standing in front of a traditional Balinese gate with the text "Living Free with PV in Bali Stop #5 of the 2024 Live Free Tour Aug 12, 2024 - by ChristyFox".
- LIVE FREE TOUR 2024**: A photo of three women in bikinis holding coconut drinks with the text "Live Free Tour Revisiting our Roots with a Road Trip Through Costa Rica Jul 8, 2024 - by ChristyFox".
- LIVE FREE TOUR 2024**: A collage of photos from a trip to Greece with the text "Exploring Greece: A Summer Escape to Milos and Athens Jun 21, 2024 - by ChristyFox".
- CASUAL LIVING BACK IN PO LIFESTYLE**: A photo of a woman sitting on steps with the text "MEET THE TEAM: PV Joins Forces with Rising Surf Star Zoe Benedetto Jun 10, 2024 - by ChristyFox".

SECTION 4: Emotional Differentiation / Brand Meaning

Brand storytelling section designed to differentiate the product emotionally and build a deeper connection with the audience.

The screenshot shows the PURA VIDA website homepage. At the top, there's a pink banner with the text "Just Dropped: Valentine's Day items shop now". Below it is a navigation bar with links: PURA VIDA, New Arrivals, Shop By, Bracelets, Necklaces, Rings, Create your Own, Bracelet Club, and Gifting. To the right of the navigation are search, filter, and account icons. A promotional message at the top states: "Since 2010, you all have worn & gifted enough string bracelets to stretch from our hometown across the world. This year, we'll map it the whole way round—meet us back in San Diego to celebrate! 🎉".

The main content area features three cards under the heading "Feel Good, Look Good":

- Colorfully Transparent:** "We show our true colors—we never Photoshop our models, we're inclusive in creating & living, and we're open about how we do business."
- B Corp Certified:** "We balance profit with purpose, adhering to standards that put people and the environment first."
- Supply Chain Responsibility:** "Without exception, everything we make comes from sustainable partner factories that prioritize employee welfare in all countries."

Below these cards is a large image of a woman's legs with a smiley face painted on her knee, wearing several colorful bracelets. To the right of the image is a "Giving back" section with the text: "Over the past 14 years, we've donated over \$2M to social and environmental causes that we hold close to our hearts." A "EXPLORE CHARITY" button is present. At the bottom left is a "Get Inspired" section with a link to Instagram (@PURAVIDA), and at the bottom right is a "SHOP INSTA" section showing various products.

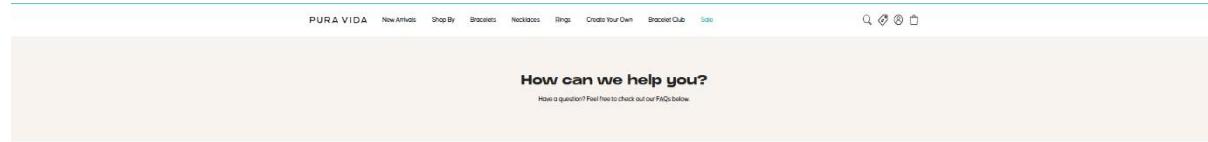
[@ Get Inspired](#)

SHOP INSTA



SECTION 5: Objection Handling

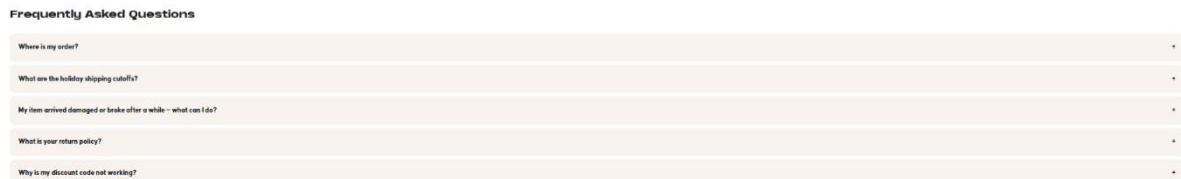
Objection-handling section designed to address common concerns and reduce friction before purchase.



Quick Actions



Frequently Asked Questions



← Back to shop

PURA VIDA

Returns & Exchanges

Order number ?

Shipping Zip Code or Email or Phone Number

Start a Return

Please note that custom styles are final sale.
[Find more info here](#) or contact us at
info@puravidabracelets.com

SECTION 6: Final CTA

Final call-to-action prompting the next user action.

The screenshot shows the bottom portion of the Pura Vida website. It features a teal-colored footer area with a large, stylized wavy shape at the top. The footer is divided into several sections:

- PURA VIDA** logo
- shop**: New Arrivals, Best Sellers, Bracelets, Create Your Own, Bracelet Club, Gift Cards
- Brand**: Our Story, Ecom Rewards, Affiliate Program, Wholesale, Blog
- Help**: Help & FAQ, Track My Order, Returns & Exchanges, Store Locator, Accessibility, Afterpay, Check Gift Card Balance, Jewelry Care
- More Info**: Privacy Policy, Terms of Use, Disclaimer, Legal, Do Not Sell My Information
- Certified**: B Corp logo with text: "This company meets high standards of social and environmental impact."
- Social media icons: Instagram, YouTube, Facebook
- Text input field for email sign-up: "Email address" with a green "Send" button.
- Checklist box: "By submitting your email address you consent to marketing and online advertising by Pura Vida. Please click here for a link to our privacy notice."
- Text box: "TEXT PURAVIDA TO 38817 FOR 10% OFF"
- Small text: "By signing up for text, you agree to receive recurring automated promotional and personalized marketing text messages using a commercial mobile device from Pura Vida or the cell number used when signing up. Consent is not a condition of any purchase. Reply HELP for help and STOP to cancel. Msg & data rates may apply. View Terms & Privacy."
- Links: TERMS OF USE → PRIVACY POLICY → SHIPPING TO: UNITED STATES (8)