

# 10-20 Meeting Highlights: Conversion Architecture and Content Pillars for Lead Capture and Authority

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## Conversion Architecture

Design the site around fast, frictionless conversion paths with primary CTAs like “Request a Quote,” “Call Now,” and “Book Now.”

- Centralize trust signals with integrated testimonials and external reviews to boost social proof.
- Bundle all service lines in a single Services hub with concise descriptions and immediate contact prompts.
- Deploy an AI agent to triage inquiries and streamline lead capture without adding friction.

## Content Pillars

Structure content into clear pillars to reduce cognitive load and guide navigation.

- Organize into About, Services, Testimonials, Resources, and Booking for intuitive discovery.
- Separate “About Company” from “Partners” to clarify brand identity and ecosystem value.

## Authority and Engagement

Sustain credibility and nurture leads with ongoing expertise.

- Maintain an Advice/Tips blog to demonstrate authority and drive repeat engagement.