CarMosu Website – Final Copy & Removal Guide

Purpose of this document
This is the single source of truth for updating the CarMosu website. It contains:

1. The full replacement website copy (ready to implement)
2. A clear list of sections and language to remove from the old site

This site is **not** the product. It is a credibility and qualification layer.

GLOBAL RULES (READ FIRST)

- Fewer sections than feels normal
- Fewer words than feels comfortable
- One primary CTA only
- No feature grids
- No service or agency language

If something adds options, explanation, or flexibility — remove it.

SECTION 1 — HERO (Above the Fold)

Headline

Turn Ad Clicks Into Real Showroom Visits

Subheadline

CarMosu is a high-intent sales surface designed to convert paid traffic into booked test drives — without clutter, comparison, or wasted attention.

Clarifier (small text)

Not a website. Not a marketplace. A controlled sales surface.

Primary CTA

Request Access

SECTION 2 — THE PROBLEM

Heading

Dealership Websites Aren't Built for Paid Traffic

Body

Most dealership websites are designed to host inventory, not move buyers.
They're neutral, cluttered, and full of options — which works for browsing, but kills intent.

Paid traffic needs direction.
Websites offer freedom.

That mismatch is where conversions die.

SECTION 3 — THE INSIGHT

Heading

The Moment Between the Ad and the Showroom Matters Most

Body

When someone clicks an ad, they're not ready to browse — they're open to act.
That moment is fragile.

CarMosu controls that moment by removing distraction and focusing attention on one outcome:
book a test drive or speak to the team.

SECTION 4 — CATEGORY DEFINITION

Heading

A Sales Surface, Not a Page

Body

CarMosu sits between your ads and your showroom.

It's a fast, focused surface that:

- prioritises a small set of vehicles
- uses visual-first presentation
- limits choices intentionally
- guides buyers toward action

No menus.
No comparison loops.
No wasted clicks.

SECTION 5 — HOW IT WORKS (MINIMAL)

Heading

How Dealers Use CarMosu

1. Select up to **24 priority vehicles**
2. Send paid traffic to your CarMosu surface
3. Turn interest into booked showroom visits

When a batch sells through, the surface resets and the next batch goes live.

SECTION 6 — CONSTRAINTS

Heading

Constraints Are the Feature

Body

CarMosu is intentionally limited.

The format is fixed.
The batch size is capped.
The layout doesn't change.

These constraints preserve focus, increase confidence, and keep intent moving forward —
which is why the system works.

SECTION 7 — LICENSING & EXCLUSIVITY

Heading

Licensed. Exclusive. Controlled.

Body

CarMosu is licensed, not customised.

Each dealership receives:

- licensed access to the system
- exclusivity within their metropolitan area
- continued access while the license remains active

We do not build custom versions.
We do not alter the format.

The system stays consistent so performance compounds.

SECTION 8 — WHO IT'S FOR

Heading

Who CarMosu Is For

Body

CarMosu is built for dealerships that:

- run paid ads
- want faster test-drive bookings
- are willing to prioritise inventory
- value focus over flexibility

If you're looking for a website redesign, CarMosu is not for you.

SECTION 9 — FINAL CTA

Heading

Request Access

Body

CarMosu is licensed on a limited, territory-exclusive basis.

If you'd like to see whether your dealership is a fit, request access below.

CTA

Request Access

FOOTER (MINIMAL)

CarMosu
A Komosu Company
London, United Kingdom

info@carmosu.com

WHAT TO REMOVE FROM THE OLD WEBSITE (NON-NEGOTIABLE)

Delete any section, page, or language that includes:

- "Network" or multi-product positioning
- Bots, CRM, automation, AI, or tooling language
- Custom development or services
- Feature grids or capability lists
- Case studies or testimonials (for now)
- Blog, resources, or thought leadership sections
- Pricing tables
- "How we work" or agency-style process explanations
- Multiple CTAs or navigation-heavy layouts

If it sounds like an agency or a SaaS platform, it does not belong.

FINAL CHECK BEFORE PUBLISHING

Ask one question:

> Does this site feel narrower, calmer, and more intentional than a normal SaaS homepage?

If not — cut more.

✔ **One homepage**

✔ **Vertical scroll**

✔ **One CTA repeated**

✔ **No subpages**

✔ **No "learn more" loops**

End of document