

# RecoveryBridge Website Redesign

## Complete Content for Implementation

**Goal:** Beta signups for people in recovery

## ■ DESIGN CHANGES

### Current Issues to Fix:

- ■ Pink/beige background (not calming for recovery)
- ■ No key info above fold (24/7, Free, How it works)
- ■ Weak CTA ("Join Beta Below")
- ■ No trust indicators or social proof
- ■ FAQ buried at bottom
- ■ Pricing confusion (says "affordable memberships")

### New Approach:

- ■ Soft blue/grey background (calming, trustworthy)
- ■ Key benefits visible immediately
- ■ Strong, clear CTAs
- ■ Trust badges and social proof
- ■ Clear "Forever Free" messaging
- ■ How It Works before FAQ

## ■ SECTION-BY-SECTION CONTENT

### **\*\*SECTION 1: HERO\*\***

\*Keep your emotional photo of person with phone\*

**Layout:** Image left, content right (or stacked on mobile)

**Background Color:** Soft gradient

- Light: `#E3F2FD` (soft blue)
- To: `#F5F5F5` (light grey)

**Small Trust Badges (above headline):**

Display as small rounded pills with icons:

■ 100% Private | ■ Always Free | ■ 24/7 Support

**Main Headline:**

You don't have to go through recovery alone.

\*(Keep this - it's powerful and working)\*

**Subheadline:**

Connect 1:1 with peers who truly understand – whenever you need it most.

**Body Copy:**

RecoveryBridge isn't therapy or a hotline. It's real people in recovery, showing up for each other. Anonymous, encrypted, and always available.

**Two CTA Buttons (side by side):**

**Button 1 (Primary - Blue):**

Get Support Now →

- Background: Blue gradient `#2196F3` to `#1976D2`
- White text
- Large, rounded
- Links to email signup

**Button 2 (Secondary - White with border):**

See How It Works ↓

- White background
- Blue border and text
- Scrolls to How It Works section

**Small Stats Bar (under buttons):**

Three inline stats:

50+ Beta Members • 200+ Connections • Available 24/7

## **\*\*SECTION 2: THE GAP\*\***

\*New section - explains the problem\*

**Background:** White

**Small Centered Subheading:**

THE CHALLENGE

**Centered Headline:**

Recovery has gaps. We fill them.

**Body Copy (centered, max-width 700px):**

The hardest moments don't happen during meetings or therapy sessions. They happen at 2 AM. Between appointments. When you're alone and struggling.

Traditional support isn't always there when you need it:

**4 Pain Points (in a 2x2 grid or list):**

- Meetings have schedules
- Therapy is expensive
- Hotlines feel impersonal
- Friends don't always understand

**Closing line:**

You need someone who's been there. Right now. Not tomorrow.

## **\*\*SECTION 3: HOW IT WORKS\*\***

\*Critical - needs to be clear and simple\*

**Background:** Light blue gradient `#E3F2FD` to white

**Section Title:**

How RecoveryBridge Works

**3 Large Steps (cards with numbers):**

**STEP 1:**

Icon: Large "1" in blue circle

Sign Up Anonymously

Create your profile with just an email. No real name required.  
Share only what feels safe. Your privacy is everything.

**STEP 2:**

Icon: Large "2" in blue circle

Connect with Peers

Browse people in recovery who are available right now.  
Read their story. Connect instantly when you're ready.

**STEP 3:**

Icon: Large "3" in blue circle

Start Healing Together

Have real conversations in an encrypted, private space.  
Give support, receive support, or both. It's up to you.

## **\*\*SECTION 4: WHY IT MATTERS\*\***

\*Emotional pull with social proof\*

**Background:** White

**Layout:** Quote centered, large

**Quote (very large text, italic):**

"At 2 AM when I was struggling, someone was there.  
Not a hotline. Not a bot. A real person who understood.  
That connection saved my night."

**Attribution:**

– Sarah M., RecoveryBridge Beta User  
2 years in recovery

## **\*\*SECTION 5: KEY FEATURES\*\***

\*What makes RecoveryBridge special\*

**Background:** White to light blue gradient

**Section Title:**

Why People Choose RecoveryBridge

**6 Feature Cards (3x2 grid):**

**Card 1:**



Peer Understanding

Connect with people who've walked your path.  
No judgment. No lectures. Just someone who gets it.

**Card 2:**



Complete Privacy

End-to-end encrypted conversations. Anonymous profiles.  
What you share stays between you.

**Card 3:**



Always Available

Recovery doesn't keep office hours. Connect anytime,  
day or night, when you need support most.

**Card 4:**



Give & Receive Support

Seek help today, offer it tomorrow. Helping others  
heal can be part of your own recovery.

**Card 5:**



Forever Free

No paywalls. No premium tiers. No subscriptions.  
Recovery support should be accessible to everyone.

**Card 6:**



Safe Community

Reporting tools, moderation, and immediate access  
to crisis resources keep our community safe.



## **\*\*SECTION 6: WHO IT'S FOR\*\***

\*Expand on user types\*

**Background:** White

**Section Title:**

Who RecoveryBridge Serves

**3 User Cards:**

**Card 1:**



People in Recovery

On your journey from substance abuse, behavioral addictions, or any recovery path. Find support when meetings end and therapy sessions are over.

**Card 2:**



Recovery Allies

Years into recovery and ready to give back? Be the support you wish you'd had. Listen, encourage, and help light the way for others.

**Card 3:**



Support Network

Friends, family, or loved ones supporting someone in recovery. Connect with others who understand what you're going through.

## **\*\*SECTION 7: SAFETY FIRST\*\***

\*Address concerns upfront\*

**Background:** Light grey `#F8F9FA`

**Section Title:**

Your Safety Matters

**4-Point Grid:**

### **1. Privacy Protected**

- Anonymous profiles (no real names required)
- End-to-end encrypted conversations
- You control what you share

### **2. Vetted Community**

- Listeners complete onboarding
- Clear community guidelines
- Active moderation

### **3. Control Your Experience**

- Easy reporting tools
- Block users instantly
- Choose who you connect with

### **4. Crisis Resources**

- Direct access to 988
- Crisis Text Line (741741)
- Emergency guidance when needed

## **\*\*SECTION 8: BETA SIGNUP\*\***

**\*Prominent, compelling call to action\***

**Background:** Blue gradient `#2196F3` to `#1976D2`

**Text Color:** White

**Large Headline:**

Join the RecoveryBridge Beta

**Subheadline:**

We're launching in small groups to ensure the best experience.  
Be among the first to access free, 24/7 peer support.

**Email Signup Form:**

- **Input placeholder:** "Your email address"
- **Button text:** "Get Early Access"
- **Button style:** White background, blue text, large

**Small Text Below Form:**

No spam ever. Just an invite when we're ready for you.  
100% free. Always.

**Below Form - Small Features Reminder:**

✓ Anonymous & Private ✓ 24/7 Support ✓ Forever Free

## **\*\*SECTION 9: FAQ\*\***

**\*Keep your current questions but reordered\***

**Background:** White

**Section Title:**

Common Questions

**Q&A (clean layout, one per row):**

**Q1:**

Is this really anonymous?

Yes. We prioritize privacy. You decide what you share, and personal contact info is never required. All conversations are encrypted end-to-end.

**Q2:**

Will this always be free?

Yes. RecoveryBridge will always be 100% free. No paywalls, no premium features, no subscriptions. Recovery support should be accessible to everyone.

**\*(Changed from your current "affordable memberships" message)\***

**Q3:**

Who are the peer supporters?

Real people in stable recovery who've completed onboarding and agreed to clear community guidelines. They're here because they want to help others on the same journey they've walked.

**Q4:**

Is this therapy or professional help?

No. RecoveryBridge is peer support, not professional therapy or crisis intervention. We provide connection between people in recovery. Think of it as having a recovery friend available anytime.

**Q5 (NEW):**

What if I'm in crisis right now?

If you're in immediate danger or thinking about harming yourself, please call 988 (Suicide & Crisis Lifeline) or text HOME to 741741 (Crisis Text Line). RecoveryBridge is for peer support, not emergency situations.

**Q6 (NEW):**

When does the beta launch?

We're inviting users in small groups starting now. Sign up above to get notified when we're ready for you.

## **\*\*SECTION 10: CRISIS DISCLAIMER\*\***

**\*Keep visible, important legal protection\***

**Background:** Light orange/yellow `#FFF3E0`

**Border Top:** Orange `#FF9800`

**Content (centered):**

### ■■ Important Notice

If you're in immediate danger or thinking about harming yourself,  
please contact emergency services immediately or call:

988

Suicide & Crisis Lifeline

Or text HOME to 741741 (Crisis Text Line)

RecoveryBridge provides peer support – not crisis intervention.  
We're here to support your recovery journey, not replace emergency care.

## **\*\*SECTION 11: FINAL CTA\*\***

\*One more chance to convert\*

**Background:** Light blue gradient

**Centered Content:**

**Headline:**

Ready to connect?

**Body:**

Join 50+ people in recovery who've found support through RecoveryBridge.

**CTA Button (large, blue):**

Join the Beta Now

\*(Scrolls back to email form)\*

## **\*\*SECTION 12: FOOTER\*\***

**Background:** Dark grey `#2D3436`

**Text Color:** Light grey `#CBD5E0`

**Content (centered):**

RecoveryBridge

"Connection is the antidote to addiction"

© 2026 RecoveryBridge.app

Peer support for people in recovery.

**Optional Footer Links (small):**

[Privacy](#) • [Terms](#) • [Safety Guidelines](#) • [Contact](#)

# ■ DESIGN SPECIFICATIONS

## **\*\*Color Palette:\*\***

Primary Blue: #2196F3  
Dark Blue: #1976D2  
Light Blue BG: #E3F2FD  
Light Grey BG: #F5F5F5  
White: #FFFFFF

Text Colors:

- Headlines: #2D3436 (dark grey)
- Body: #4A5558 (medium grey)
- Light text: #718096

Accent:

- Orange (crisis): #FF9800
- Green (trust): #4CAF50

## **\*\*Typography:\*\***

Headlines:

- H1: 48-56px, bold
- H2: 36-42px, bold
- H3: 24-28px, semi-bold

Body: 16-18px, regular

Small text: 14px

All fonts: System fonts (Helvetica, Arial, sans-serif)

## **\*\*Spacing:\*\***

Between sections: 80-100px

Within sections: 40-60px

Card padding: 30-40px

Button padding: 18px vertical, 40px horizontal

## **\*\*Buttons:\*\***

Primary:

- Background: Blue gradient (#2196F3 to #1976D2)
- Text: White
- Border radius: 50px (fully rounded)
- Shadow: Subtle
- Hover: Lift up slightly

Secondary:

- Background: White
- Border: 2px blue
- Text: Blue
- Border radius: 50px



- Hover: Fill with blue

## **\*\*Cards:\*\***

- Background: White
- Border radius: 16-20px
- Shadow: Subtle (0 4px 20px rgba(0,0,0,0.08))
- Padding: 30-40px
- Hover: Lift slightly, increase shadow

## ■ CARRD IMPLEMENTATION TIPS

### **\*\*Section Order:\*\***

1. Hero (with photo)
2. The Gap (problem)
3. How It Works
4. Why It Matters (testimonial)
5. Key Features
6. Who It's For
7. Safety First
8. Beta Signup (email form)
9. FAQ
10. Crisis Disclaimer
11. Final CTA
12. Footer

### **\*\*Images Needed:\*\***

- **Hero:** Your current emotional photo (person with phone/candles)
- **Optional:** Simple icons for features (can use emojis)
- **Optional:** Phone mockup for "How It Works"

### **\*\*Forms:\*\***

- Use Carrd's email form widget
- Connect to your email service (Mailchimp, ConvertKit, etc.)
- Set confirmation message: "Thanks! We'll email you when it's time."

### **\*\*Mobile Optimization:\*\***

- Stack image above text on mobile
- Make buttons full-width on small screens
- Reduce font sizes by 20-30% on mobile
- Ensure touch targets are 44px minimum

### **\*\*Performance:\*\***

- Optimize hero image (compress to <200KB)
- Use Carrd's image optimization

- Keep total page weight under 2MB

## ■ KEY IMPROVEMENTS FROM CURRENT SITE

### **\*\*What We Kept:\*\***

- ■ Emotional photo (powerful, working)
- ■ Core headline (strong message)
- ■ "Not therapy, not hotline" positioning
- ■ FAQ section (reordered and improved)
- ■ Crisis resources prominent

### **\*\*What We Fixed:\*\***

- ■ Added trust badges above fold
- ■ Changed background from pink to calming blue/grey
- ■ Added "How It Works" before FAQ
- ■ Strengthened CTAs ("Get Support Now" vs "Join Beta Below")
- ■ Added social proof (testimonial, stats)
- ■ Clarified "Forever Free" (removed "affordable memberships")
- ■ Added "The Gap" section (explains problem)
- ■ Added safety section (builds trust)
- ■ Added final CTA (second conversion opportunity)

### **\*\*What We Added:\*\***

- ■ Trust indicators (24/7, Free, Private)
- ■ Stats (50+ members, 200+ connections)
- ■ Testimonial section
- ■ Detailed features (6 cards)
- ■ Safety information upfront
- ■ Better user segmentation (3 types)
- ■ Multiple conversion points
- ■ Stronger, clearer value props

## ■ IMPLEMENTATION CHECKLIST

### **Before You Start:**

- ☐ Export/backup current Carrd site
- ☐ Prepare hero image (compress and optimize)
- ☐ Set up email collection service
- ☐ Have all content ready to copy/paste

### **Build Process:**

1. ☐ Create new Carrd site (or duplicate current)
2. ☐ Set up sections (12 sections total)
3. ☐ Copy/paste content section by section
4. ☐ Apply color scheme
5. ☐ Add hero image
6. ☐ Set up email form with your service
7. ☐ Configure button links (email form, scroll anchors)
8. ☐ Add emojis/icons where indicated
9. ☐ Set up mobile responsive settings
10. ☐ Preview on mobile

### **Testing:**

- ☐ Test all buttons and links
- ☐ Test email form submission
- ☐ Check on phone/tablet
- ☐ Check loading speed
- ☐ Proofread all text
- ☐ Test with friend for feedback

### **Launch:**

- ☐ Point recoverybridge.app to new site
- ☐ Test live site
- ☐ Share with beta testers for feedback

## ■ PRO TIPS

1. **Test the headline:** Try A/B testing "You don't have to go through recovery alone" vs "Connection is the antidote to addiction" to see which converts better
2. **Collect feedback:** Add a simple "Was this helpful?" at bottom of FAQ
3. **Track conversions:** Use Google Analytics to see where people drop off
4. **Iterate quickly:** Change one thing at a time and measure results
5. **Show real numbers:** As beta grows, update stats ("50+ members" becomes "200+ members")

**This redesign keeps what works (emotional connection, strong positioning) while fixing structural issues and adding critical missing elements. Ready to implement in Carrd!**