

# Applying Prospect Experience Design™ to Your Website

**NEWFANGLED**

**Own your marketing,  
control your future.**

An ideal **capabilities landing page** has five key attributes.

### A Simple Name

Give this page a name that will clearly label its content (e.g. “What We Do”)

1

### 100-250 Word Introduction

This intro should tell a prospect whether they’re in the right place, not provide detail on everything you do.

2

### Client Testimonial

This testimonial should connect to your mission by emphasizing the impact you’ve had on your client.

3

### Service List

This list represents the **primary action** a prospect should take next: to learn more detail about your services/disciplines on separate pages. It should be easily scannable.

4

### Buyer-Friendly CTA

CTAs on positioning pages should enable qualified prospects to get in touch with you to discuss working together.

5

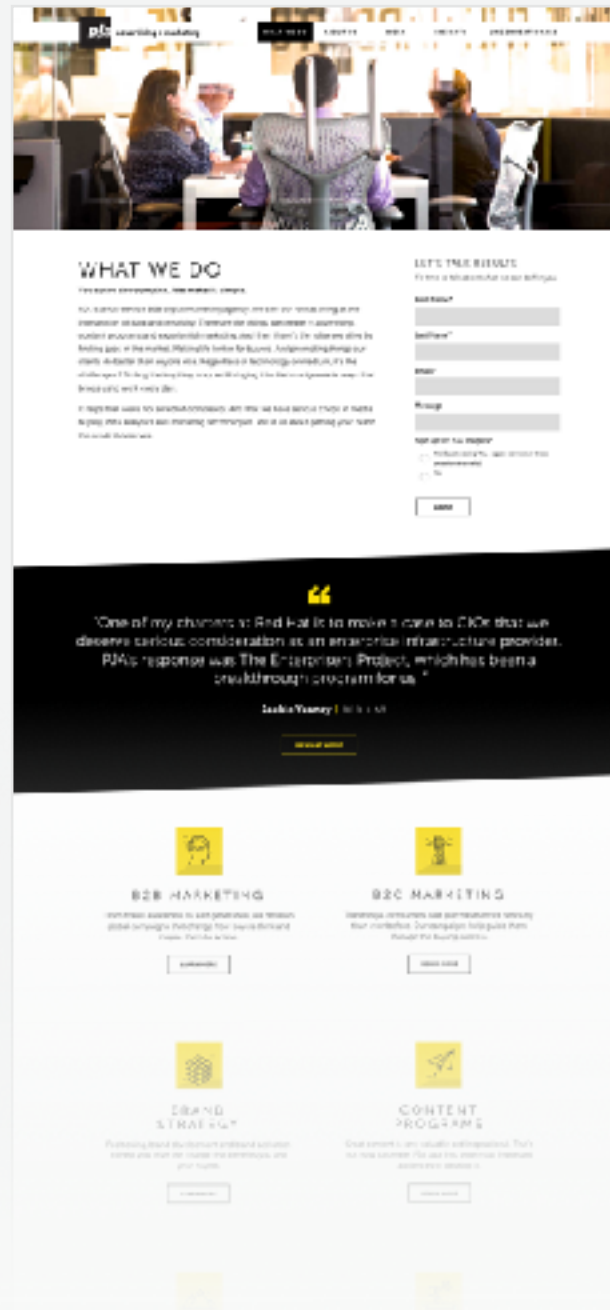
A **Capabilities Landing Page** is a simple page that explains the purpose of a firm. It’s about your business function, not about you, the people that do the work.

# These **capabilities** landing pages are well structured and well designed.

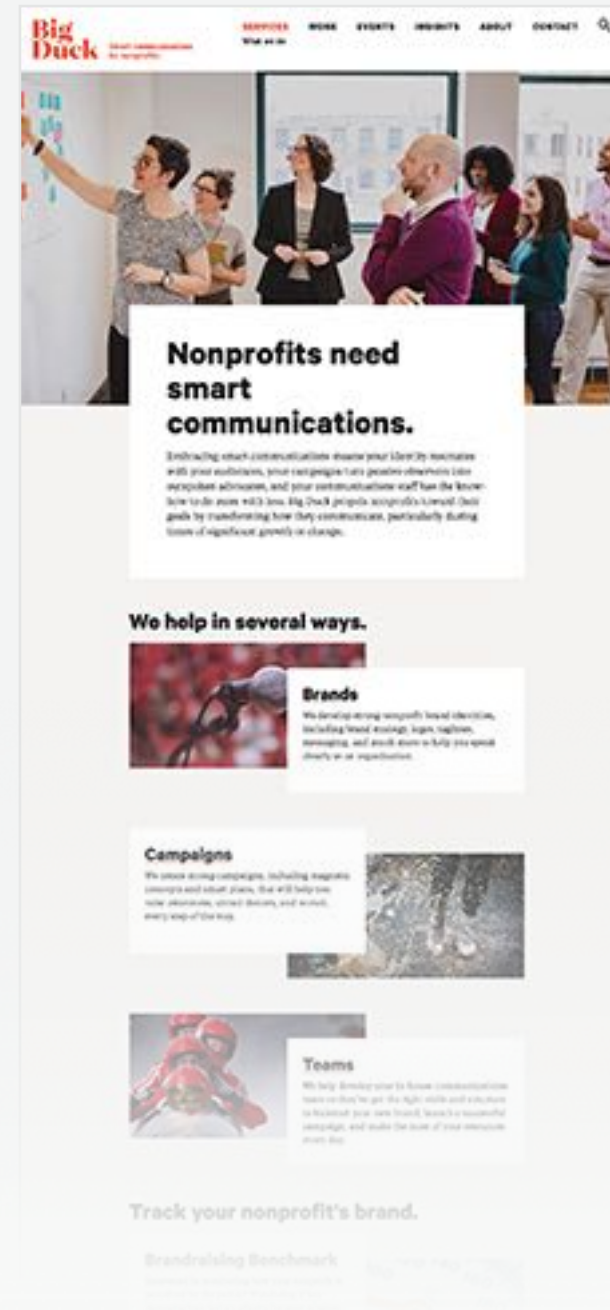
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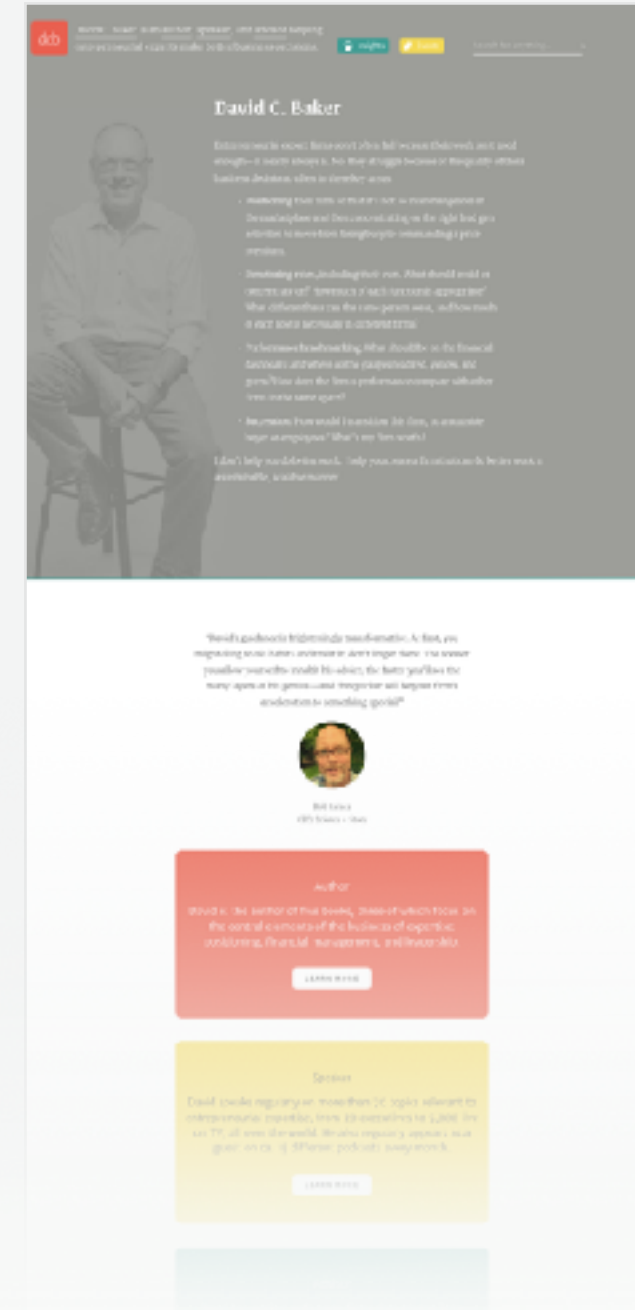
PJA



BIG DUCK



DAVID C. BAKER



Each of these firms dramatically increased the effectiveness of their positioning pages after an initial Newfangled audit.