

# Applying Prospect Experience Design™ to Your Website

**NEWFANGLED**

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

An ideal **service landing page** has four key attributes.

#### 250-500 Words

This page should explain the goals, process, and outcomes of your service.

1

#### Client Testimonial

This testimonial should directly connect to the specific service/discipline described on the page.

2

#### Related Case Studies

This list includes the **primary action** a prospect should take next: to learn more detail about how this service has been applied to the real-world challenges your clients have faced on separate case study pages.

3

#### Buyer-Friendly CTA

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

4

A **Service Landing Page** is a page that explains a unique service, discipline, solution or phase of work. A service landing page layout should include a brief explanation of three things: the problems it exists to solve, how it solves them, and how you measure the success of its solutions.

These **service landing pages** are well structured and well designed.

RATTLEBACK



NEW KIND



BRIGHTSPOT



BOKKA GROUP



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