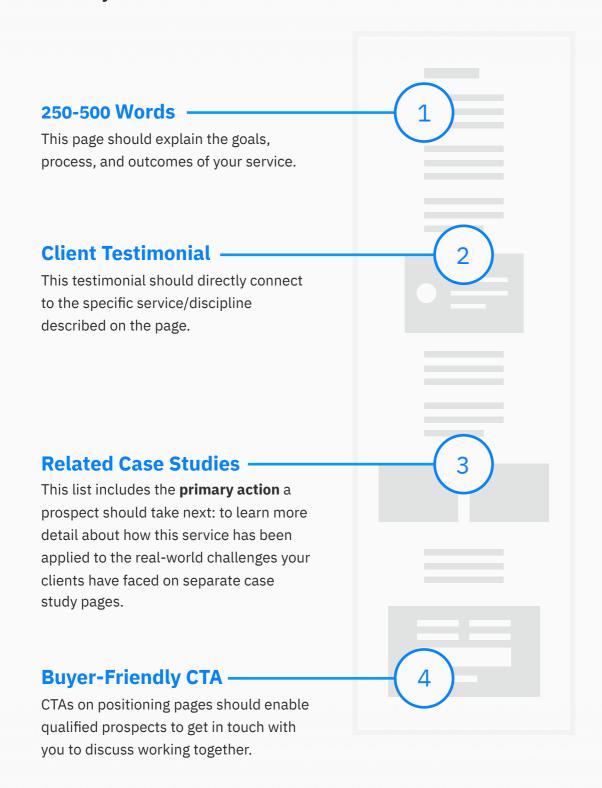
Applying Prospect Experience Design™ to Your Website



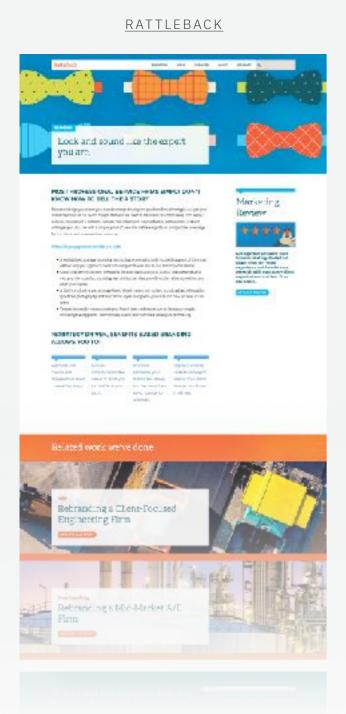
Own your marketing, control your future.

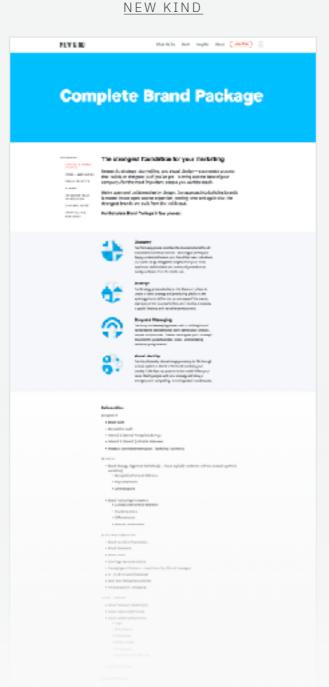
An ideal **service landing page** has four key attributes.



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.







BRIGHTSPOT



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