

API Superstore is a subscription repository for third party APIs. For a monthly fee, users can quickly access the best of the web's APIs in API Superstore's elegant online store, saving them time time it takes searching for it themselves.

The new [APISuperstore.com](https://apisuperstore.com) aims to:

- Increase subscriptions
- Increase inquiries
- Highlight how much time and frustration is saved

Key audiences for API Superstore:

- Prospective clients (developers) and business owners
- Existing clients

Provisional Site Structure:

The main, public-facing homepage will include (in order): Logo, slogan, call to action (start saving time today!), explainer video, testimonials, feature list, second call to action (start saving time today!), contact information

Technical specifications:

The homepage is a static site using the Bootstrap CSS framework and employing a YouTube explainer video. The calls to action will go to an ecommerce/check out site. Once users are signed up, they can browse an e-commerce site with product information about different APIs.

Homepage content:

The following decisions were made regarding content for the homepage:

Slogan: Click. Click. Code.

Chosen because these are verbs that speak to the primary audience of the site, developers.

The verbs chosen make it easy to see that [APISuperstore.com](https://apisuperstore.com) will allow developers to quickly click the API they need and then begin coding.

Product Description: Get instant access to the cutting-edge APIs your business needs.

The product description is short and to-the-point to get visitors to the explainer video. It doesn't waste the casual visitor's time. Words like "instant" and "your business needs" were added to add urgency and highlight a monetary need.

Call to action: Start saving time today!

Since APISuperstore's main selling point is its time-saving convenience, the call to action (above-the-fold and below the product description and slogan) reflects this need. I placed to call-to-action twice on the page - once right before the explainer video (so return visitors can get to it quickly or those who don't need to watch the video) and once at the bottom of the page, so folks who read everything don't have to scroll.

Testimonials: "What our customers are saying"

I changed testimonials to "what our customers are saying" to make the copy less formal.

I also edited the testimonials to cut out filler (e.g., "Once again...") and only highlight the best part of the testimonial. I added pictures because people on the internet don't like to just read text.

Features list:

I changed the wording on some of the features list to be shorter and to-the-point

Contact:

Contact information is at the bottom of the page and small, so anyone searching can find it. It's in an unobtrusive place to not take up room from the more-important content above.

