Your homepage is designed to speak to your overall brand and corporate values and is typically loaded with links and navigation to other areas of your site. Your landing pages are designed for one purpose only which is to covert visitors into leads.

It seems as if you are currently attempting to use your homepage as your landing page, and the additional links and other options distract from the effectiveness of the landing page.

Each link on your landing page that don’t represent your conversion goal is a distraction that will dilute your message and reduce your conversion rate.

Areas of Improvement:

1. Customers are being distracted, which detracts from visitor to lead conversion rate.

* The landing page seems more like a homepage trying to put too much information in one place.
* The landing page has too many buttons and options causing the user to lose interest and focus.
* Too many icons are distracting and impeding the user instead of enabling them.
* There are Icons of service and products are clashing and distracting from each other.
* A button which leads to information about the company

(“Your Business. Your People. Your Productivity.”)

is next to various buttons linking to information about products, features, services, and benefits. This causes confusion resulting in distraction

Page will need to be simplified, and focused on its job which is to convert visitors.

This means reducing icons and buttons which are extraneous.

Remove or move any elements which do not aid in that goal.

There should really only be one place to go from this page, and that toward a sale.

Buttons and links included should be visually separated from other groups of links and buttons.

1. The page lacks an engaging story which could keep participating with the result of filling out the form.

* Missing headline elements (See suggestion 3 below.)
* The page should be structured as a story with only one possible ending. Which is engagement of <\*redacted company name\*> to protect them.

A headline is half the story of a page, even if this is the only element of a page done incorrectly, many visitors are lost at this point. I have included the headline improvement in the section below. However, one the benefits of engaging me for this project is that all my improvements to the site will have a mind to crafting an engaging story which leads the user on a journey.

Discovering the dangers of an unsecured residences, and on to the introduction of the products <\*redacted company name\*> offers, and ending with a click on the contact form.

1. Page is missing a proper headline.

Every Landing page should consist of a headline that’s made up of 3 parts:

1. **Leading Line**:

Leading Line should be unique and capture the audience’s interest

1. **Supporting Statement**:

Supporting Statement, should show main benefits of <\*redacted company name\*> service and Products

1. **Solution Statement**:

Solution Statement is strong closing statement that includes the solution which is offered and then closes with a strong call to action.

An example of a good Headline:

Leading Line:

Secure your home, family, and business with a company that puts you first.

Supporting Statement:

Protect what matters most

Chose (Intelligent security) and experience world class security

Solution Statement:

World class security with a company that truly cares about its customers.

[Button] “Get secured”

1. Page style is uninteresting and is not inviting. This includes page colors, buttons, icons and other elements.

* Colors are bland, which causes elements separation to be lost.
* Icons are very visually similar to each other
* Buttons on the page share the same problem as the icons they need to be exciting to invite clicks.

1. Featuring products and or services;

a) Example: A benefit or feature of using <\*redacted product name\*>

“A Proven Video Management Solution that Maximizes Employee Productivity, Decreases Employee Turnover, Increases Bottom-Line $$$ and Makes Life Good”

that should be in on the front of the website without requiring additional clicking.

1. Advertise other products, a visual picture is a strong message with some social Proof alongside it.

Example1: IP cameras: Feature benefit, add social proof,

Example 2: Fire/Smoke: Feature benefit, add social proof,

Example 3: Burglary system: Feature benefit, add social proof,

1. Fix the form
2. Add context to the form. What will the customers get if they fill out the information?
3. Add description of what their getting for their info.
4. Call to action button should call to action. What happens when they press the button?
5. Should have encapsulation in a contrasting background
6. Should have an arrow/s

My solution would include a more interesting color scheme, with some brighter color choices.

I would redesign icons to be more visually capturing and switch the static boring buttons for more inviting ones, possibly including real pictures.

Now that you’ve seen some of my recommendations and suggestions I hope your confident as I am that I can complete this work. Once you extend me an offer and include which changes you would like to make I will draw up a speciation for this project. Then once you approve that I can get started.

I’m very excited for this project and to be working with you. I enjoy any opportunity to show case my talents.

My Quote would depend highly on which of these improvements you would like to implement or any additional ideas you have.

If you want to get started right away, then an hourly quote is more suited at this stage. I charge 25$ per hour.

After reviewing my ideas, we can discuss them further to create a project specification(s) and that would include timeline estimates.

Sincerely,

Fatma Hamza