

# MICROCOPY EXAMPLES

Below is the microcopy used across the platform to help users understand actions, trust signals, filters, and contact flows. The copy is concise, informative, and tailored for hardware-focused hiring.

## SECTION 1 — SEARCH & ENTRY MICROCOPY:

**AI Search CTA:** “Let AI find talent for you”

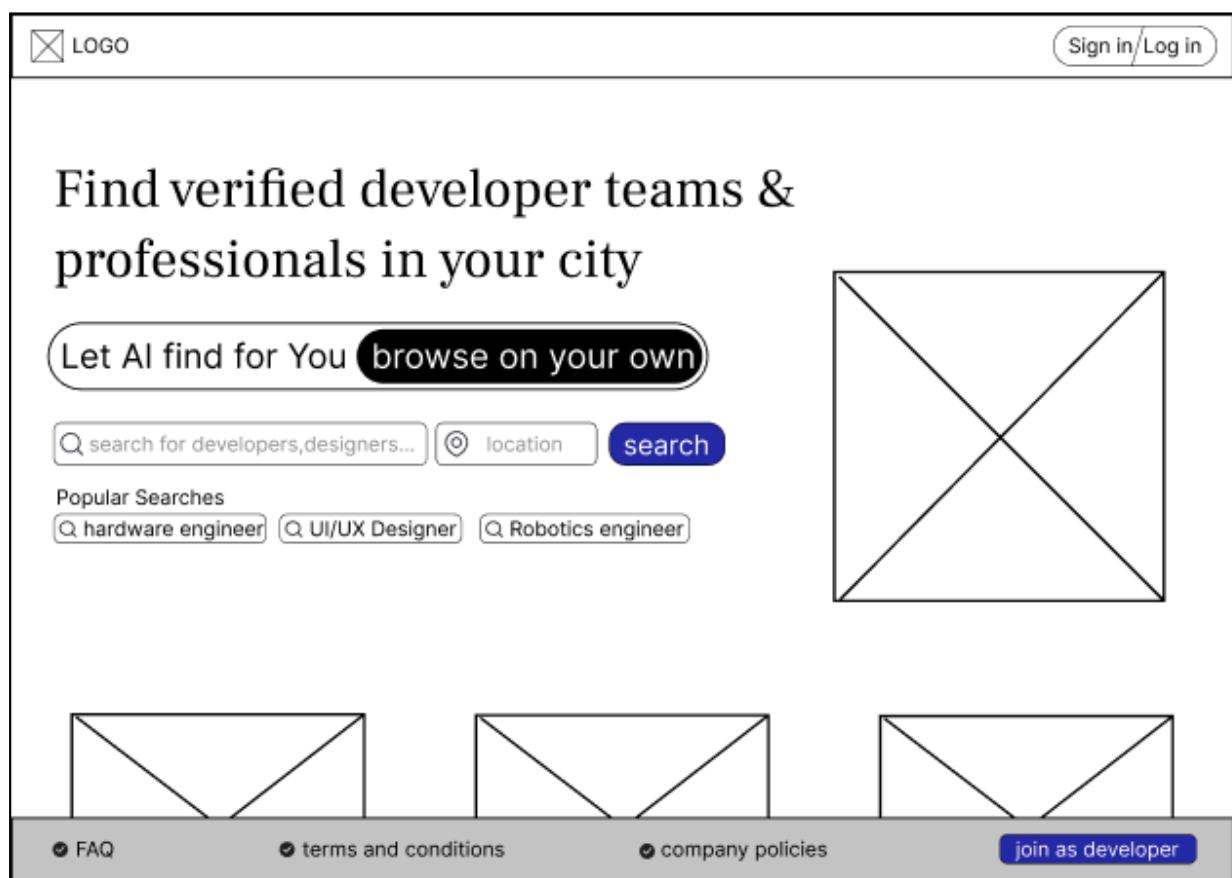
**Manual Search CTA:** “Browse on your own”

**Search placeholder:** “What do you need help with? (e.g., PCB, robotics, firmware)”

**Location placeholder:** “Enter city”

**Search button:** “Get Matched”

**Popular searches label:** “Popular Searches”



## SECTION 2 — CLUSTER VS FREELANCER MICROCOPY:

**Cluster label:** “Cluster / Team”

**Cluster description:** “A small specialized team working together for hardware prototypes.”

**Freelancer label:** “Freelancer”

**Freelancer description:** “Individual specialist for specific tasks.”

## SECTION 3 — TRUST & VERIFICATION MICROCOPY:

**Verified badge:** “Verified”

**Review count:** “(200 reviews)”

**Cost rating label:** “Rating for cost”

**Case studies tab:** “Case Studies”

**Images tab:** “Images.”

**Reviews tab:** “Reviews.”

## SECTION 4 — PROFILE DETAIL MICROCOPY:

- Description header:** “Description”  
**Pricing snapshot header:** “Pricing Snapshot”  
**Hourly rate:** “Avg. hourly rate”  
**Services provided:** “Services Provided”  
**Contact CTA:** “Contact”  
**Ask CTA:** “Ask a question”

## SECTION 5 — EMPTY & ERROR STATES

- Empty results:** “No matching talent found. Try adjusting filters or expanding your city.”  
**Empty case studies:** “No case studies uploaded yet.”  
**Empty reviews:** “No reviews available for this provider.”  
**Error (network):** “Something went wrong — please reload the page.”  
**Error (form):** “Please fill all required fields.”

LOGO

Sign in / Log in

mercury development verified

4.8 ★ ★ ★ ★ ★ (200 reviews)

contacts ▾ ask a question

Min. project size: \$10,000+

Employees: 50 - 249

Year founded: Founded 2019

Timezones: 5 Timezones

Hourly rate: < \$25 / hr

Locations: New Delhi, India +2

Languages: 1 Language

images case studies reviews

**description**

We are a hardware engineering studio specializing in embedded systems, PCB design, mechanical CAD, and rapid prototyping. Our team has experience building robotics, IoT devices, and consumer electronics from concept to functional prototype.

**Pricing Snapshot**

Min. project size: \$10,000+

Avg. hourly rate: < \$25 /hr

Rating for cost: 5 /5