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."

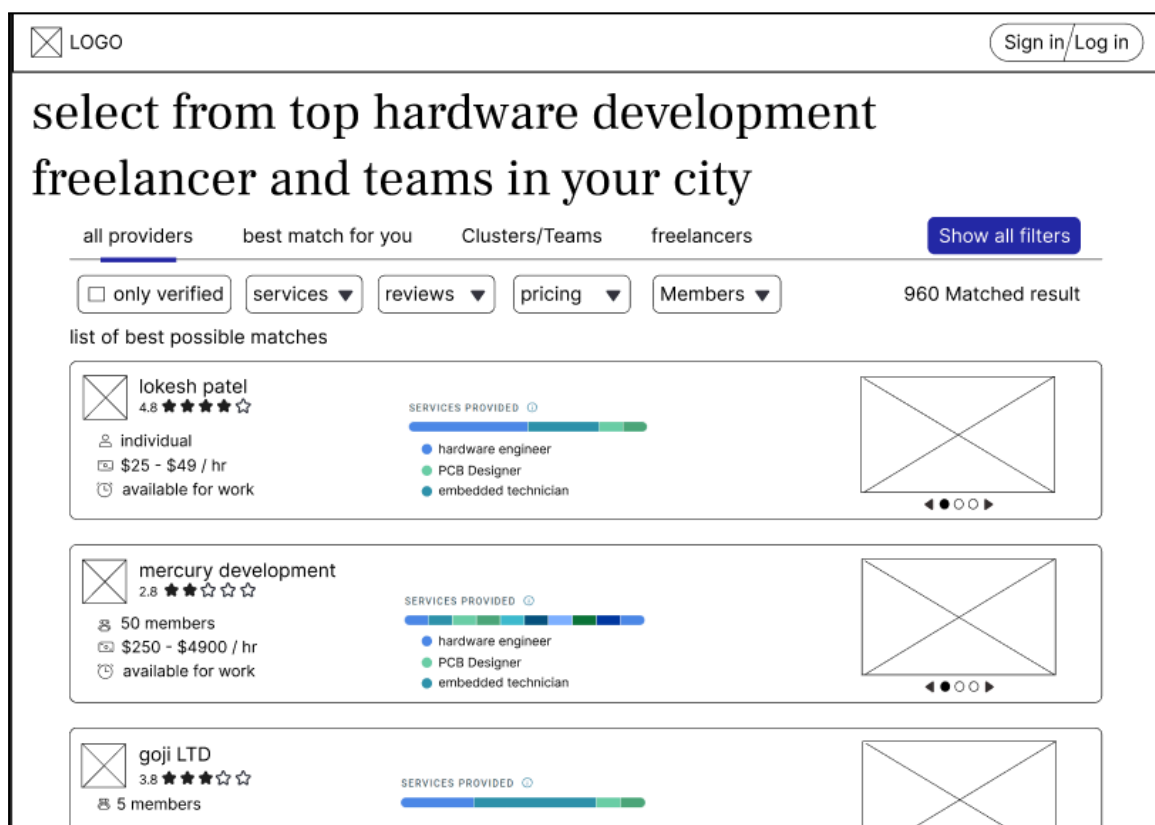## SECTION 3 — TRUST & VERIFICATION MICROCOPY:

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."