

# PAGE: ABOUT THE DIRECTORATE ( **/about** )

## 1. The SEO Metadata ( **<Head>** )

- **Title:** About ZERA | Digital Growth Agency & Revenue Architects
  - **Meta Description:** ZERA is a cloud-native digital growth agency based in Accra, Ghana. We replace chaotic marketing with engineered revenue systems for global brands.
  - **Keywords:** Digital Growth Agency, Revenue Operations, Marketing Architects, Zera Meaning, Remote Digital Agency.
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## 2. The Hero Component ( **<Hero>** )

- **Visual:** A stark, high-contrast image (e.g., architectural blueprints or a macro shot of a seed/structure).
  - **H1: WE ARE NOT CREATIVES.**
  - **H1 (Cont): WE ARE ARCHITECTS.**
  - **Sub-headline:** Marketing is often treated as "Art"—subjective and chaotic. We treat it as "Engineering"—objective and measurable. We exist to replace hope with systems.
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## 3. The Origin Story: "The Seed" ( **<Philosophy>** )

*Strategy: Define the brand name to give it weight. "Zera" means Seed. This is your "Deep SEO" content.*

**H2: THE ZERA PHILOSOPHY** Subtitle: *Origin Code.*

The word "**Zera**" (Hebrew: זֶרַע) translates to "**Seed**" or "**Offspring**."

A seed contains the entire blueprint of the forest before it even breaks the soil. It is self-replicating, resilient, and designed for exponential scale.

Most agencies build "Billboards"—flashy things that eventually rot. We build "**Seeds**"—systems that are engineered to grow, multiply, and generate yield long after we have left the building.

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## 4. The "Remote Doctrine" ( <RemoteDoctrine> )

*Strategy: Turn the lack of an office into a "Feature" (Speed & Efficiency).*

**H2: THE REMOTE DOCTRINE** Subtitle: *Cloud-Native Operations.*

We reject the vanity of the physical office. Marble lobbies do not generate leads. Glass conference rooms do not lower your CAC (Customer Acquisition Cost).

**ZERA is a decentralized sovereign entity.**

- **No Overhead:** We do not pass rent costs on to our partners. We invest 100% of our capital into Engineering and Strategy.
  - **Global Velocity:** Our team operates across the cloud, allowing us to deploy systems faster than agencies stuck in rush hour traffic.
  - **Border Agnostic:** We are headquartered in **Accra, Ghana**, but our territory is the Internet.
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## 5. The Methodology ( <Methodology> )

*Strategy: SEO Keywords (Revenue Ops, Data).*

**H2: OUR CODE OF CONDUCT**

**01. Revenue Over Vanity** We do not report on "Likes" or "Impressions." We report on **Lead Volume**, **Conversion Rate**, and **Lifetime Value**. If it doesn't print money, we don't build it.

**02. Systems Over Heroics** A business that relies on a "Rockstar" employee is fragile. A business that relies on an **Automated System** is antifragile. We build the machine that replaces the hustle.

**03. Sovereignty Over Dependency** Our goal is not to keep you on a retainer forever. Our goal is to install the system, train your team, and hand over the keys to your new empire.

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## 6. The Leadership ( <Directorate> )

*Strategy: Use "Director" titles to sound like a Board of Directors, not a creative team.*

## THE DIRECTORATE

use image: jackie-studio-bnw

**Name:** Jacqueline F. Amoako

**Rank: Principal Architect**

**Role:** Strategy & System Design

use

Derrick S.K Siawor

**Name:** The Engineering Div.

**Rank: Technical Operations**

**Role:** Deployment & Automation

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## 7. The Bottom CTA ( <CTA> )

**H2: READY TO INSTALL THE SYSTEM?** The seed has been planted. It is time to water it.

[ **BUTTON: BOOK STRATEGY SESSION** ]

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## Developer Instructions for Claude Code

"Build the /about page.

### Design Language:

- **Typography:** Use **Lato** (Black/Bold) for the Manifesto statements. They should feel heavy.
- **Visuals:** Use high-contrast Black & White imagery.
- **Section 3 (The Remote Doctrine):** Make this section distinct—perhaps a Black background with White text (Dark Mode) to emphasize the 'Cyber/Cloud' nature.

### SEO Requirement:

- Wrap 'Zera', 'Seed', and 'Digital Growth Agency' in `<strong>` tags occasionally to emphasize relevance to search bots.
- Ensure the page has a schema type of `Organization` linking to your social profiles."