SITE COPY

API Superstore

http://APISuperstore.com

How to use this document

This document contains copy (text) that MAY be used on the API Superstore website. This copy describes and reflects what the API Superstore does.

Unfortunately, the copy has been influenced by many individuals, and a lot of text was copied and pasted from previous marketing and outreach efforts. As such, not all of the text is suitable for use on a product page.

Your challenge is to pick and choose the right pieces of text from this document to create a compelling website. In order to guide you in your choices, keep in mind the goals of the product page:

1. Introduce the product
2. Provide access to the explainer video
3. List features
4. Provide user testimonials
5. Provide ability for users to share links to the product page
6. Call to action link to get user to buy product

You have COMPLETE CONTROL over the design, copy and content of this site. You may edit any of this copy. You may rewrite, re-explain, or add your own copy fitting with the spirit of your site. The goal is to get people to click the call to action link (which will take them to the signup page where they create an account and start shopping).

This document is divided into several sections in order to make it easier for you to use this as a resource as you build your page.

Product Slogans

The following list contains product slogans that have been developed and tested by the API Superstore marketing team.

- Save time, get APIs!
- Signup and save!
- All the APIs all the time!
- Click, click, code!

Product Descriptions

Summary descriptions are provided in short, medium and long lengths.

Short

The API Superstore provides fast access to the most cutting-edge APIs available online. Signup and save today!

Medium

The API Superstore has partnered with API providers across the Web to bring you easy access to the hottest third-party services and features. Get started today!

Long

The API Superstore provides a catalog of third-party APIs that you can use to enhance your business. From e-commerce to maps, API Superstore lists all of the services that customers expect and saves you the headache of sorting it out yourself! The longer you wait, the longer you're not making more money and happier users!

Testimonials

The following are imaginary testimonials. You may edit them down, but please respect the integrity of our clients and do not put words in their mouths.

"This is the best website ever!" -- C.P. Yu, AmazingSite.com

"I have really admired the way the API Superstore team has created a truly divine interface for browsing all that information that's out there online for free. For a low monthly fee, I'm able to more easily keep up with the churn of information that makes application development so difficult, and API Superstore makes my world so much happier! Please don't stop the rocking!" -- Amy Zon, Massive Anonymous Customer

"Once again, I'm blown away by the amazing offerings of the API Superstore. You really are SUPER!" -- Clara Cache,

Features List

Here is the feature list for API Superstore:
- Links to the best APIs from all over the web
- Pay with credit, check, IOU, wire transfer, PayPal, or livestock trade!
- Convenient catalog
- Elegant shopping experience

Contact Information

Contact information should be presented in an easy-to-find area, but out of the way.

Phone: 206-555-1234
Email: info@apisuperstore.com
Location: Seattle, Washington, USA