

# Homepage Blueprint for "24 Days Without You"

Streamlining the site around three clear audience "cards" speeds busy professionals to the right information and—most importantly—toward a single call-to-action: *Schedule a consult*.

## 1. Above-the-Fold Hero

**Purpose:** Instantly communicate value and show visitors exactly where to click next.

1. Bold headline:

*"Award-winning maternal-health documentary with turnkey education packages."*

2. One-sentence subhead emphasising outcomes:

*"Inspire trauma-informed care and improve birth experiences across your organisation."*

3. Three card-style blocks centred in a single row (responsive to vertical stack on mobile).

4. Unified primary CTA on each card: **Schedule a Consult** (opens Calendly/lightbox form).

# Powerful maternal health documentary



## Conference Planners

- Benefit one
- Benefit two
- Benefit three

Schedule a Consult



## Hospital Nurse Educators

- Benefit one
- Benefit two
- Benefit three

Schedule a Consult



## Medical School Professors

- Benefit one
- Benefit two
- Benefit three

Schedule a Consult

Wireframe mock-up of the homepage hero showing the three audience cards and schedule-a-consult buttons.

## 2. Card Copy Templates

Use consistent structure so visitors scan, compare, and click quickly.

Element	Guidelines
<b>Card title</b>	ICP label + outcome (e.g., "Conference Planners: Boost CME Engagement")
<b>Icon</b>	Simple line icon matching role (calendar, stethoscope-book, lecture podium)
<b>Value bullets (3)</b>	<ul style="list-style-type: none"><li>- Immediate conference/clinical/classroom benefit</li><li>- Evidence or social proof snippet</li><li>- Logistics solved (licensing, discussion guide, speaker)</li></ul>
<b>CTA button</b>	High-contrast colour, short verb phrase: "Schedule a Consult"

### 3. Draft Messaging for Each ICP Card

#### Conference Planners

- Earn CME credits with a patient-story session that meets ACCME standards.
- Proven 30-minute post-film panel template keeps audiences engaged.
- Turnkey licensing, onsite A/V specs, and marketing assets ready.

#### Hospital Nurse Educators

- Trauma-informed care module aligned to AACN & AWHONN competencies.
- Includes reflection worksheets and competency checklists.
- Flexible: grand-rounds screening, unit in-service, or micro-learning clips.

#### Medical School Professors

- Case-based discussion guide mapped to AAMC Entrustable Professional Activities.
- Supports OB-GYN, psychiatry, ethics, and health-systems science courses.
- Assessment bank (MCQs & reflection prompts) provided in LMS-ready format.

### 4. User Flow After the Click

1. **Pop-up Calendly widget** pre-filters their role (hidden field).
2. Visitor chooses meeting slot; confirmation page auto-sends a downloadable one-pager.
3. CRM tags lead by ICP for tailored follow-up sequence.

### 5. Additional Homepage Sections (Below Cards)

#### 1. Impact Metrics Bar

"6500+ clinicians trained · 97% said session will change practice"

#### 2. Testimonials Carousel (1 per ICP)

#### 3. How It Works in 3 Steps – View → Discuss → Implement

#### 4. FAQ accordion focused on licensing, pricing tiers, technical requirements.

#### 5. Footer with quick links to "Host a Screening" detail pages and privacy compliance.

### 6. Accessibility & Conversion Tips

- Maintain 4.5:1 contrast for text and buttons [\[1\]](#) [\[2\]](#).
- Keep CTA above the fold; ads and buttons in this zone get 44% higher CTR [\[3\]](#).
- Use card layout best-practice spacing and hierarchy to speed comprehension [\[4\]](#) [\[5\]](#).
- Lazy-load below-the-fold media to preserve page speed—critical for mobile conference planners on hotel Wi-Fi [\[6\]](#).

## 7. Next Steps for Implementation

1. **Finalize copy** using the templates above; keep bullets  $\leq 12$  words each.
2. **Design high-fidelity cards** following the wireframe.
3. **Embed Calendly** popup widget site-wide for consistent scheduling access <sup>[7]</sup> <sup>[8]</sup>.
4. **A/B test** button colour/text; goal:  $\geq 15\%$  click-to-booking rate.
5. **Launch & monitor** heat-maps to validate card scan patterns.

With this focused, card-driven homepage, each ideal customer profile sees an immediate path from curiosity to conversation—accelerating bookings and expanding the film's impact on maternal-health education.



1. <https://basis.com/blog/15-best-practices-for-higher-cta-conversions>
2. <https://forgeandsmith.com/blog/cta-best-practices-user-experience-accessibility/>
3. <https://research.chitika.com/ad-layout-series-above-the-fold-ads-get-44-higher-ctr-2/>
4. <https://uxdworld.com/designing-ui-cards/>
5. <https://blog.logrocket.com/ux-design/ui-card-design/>
6. <https://www.uxpin.com/studio/blog/card-design-ui/>
7. <https://help.calendly.com/hc/en-us/articles/4409838727703-How-to-add-Calendly-to-your-website>
8. <https://community.calendly.com/featured-tips-tricks-32/adding-calendly-to-your-website-3911>