



# Landing Page Visual Guide

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Quick Reference for the CareLinkAI Landing Page Design

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 **Page Structure Overview**

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**1 STICKY NAVIGATION**

Logo | Features | How It Works | Benefits | Roadmap |  
Testimonials | [Log in] [Sign up]

**1 HERO SECTION (Blue □ Purple Gradient Background)**

Trusted by 10,000+ families

AI-Powered Senior Care Made Simple  
Connect with perfect care homes using AI matching...

[Get Started Free →] [🔍 Find Care Now]

No credit card  HIPAA compliant  Instant

**[MATCH CARD VISUAL]**

Perfect Match  
98% Sunshine...  
24/7 | 5★

**2 VALUE PROPOSITION SECTION (White Background)**

Why CareLinkAI?  
The only platform connecting families, care homes, caregivers, and healthcare professionals...

Families	Operator	Healthcare Pros
<input checked="" type="checkbox"/> AI	<input checked="" type="checkbox"/> AI	<input checked="" type="checkbox"/> AI
<input checked="" type="checkbox"/> Direct	<input checked="" type="checkbox"/> Auto	<input checked="" type="checkbox"/> Multi
<input checked="" type="checkbox"/> 24/7	<input checked="" type="checkbox"/> Manage	<input checked="" type="checkbox"/> Real

**3 AI FEATURES SHOWCASE (Gradient Background) ★★★★**

POWERED BY AI  
8 AI-Powered Features That Make Us Different

Match Engine	Home Prof	Tour Sched	Inq Resp
98%	5hrs	60%	Sec
Doc Proc	Auto Follow	Care Bot	Disch Plan
90%	3x	24/7	Fast

**4 HOW IT WORKS SECTION (White Background)**

**How It Works**  
Simple, fast, and effective

```

graph LR
    Fam[Fam] --> Tell1[1.Tell]
    Fam --> Get1[2.Get]
    Fam --> Tour1[3.Tour]
    Home[Home] --> Prof1[1.Prof]
    Home --> Rec1[2.Rec]
    Home --> Fill1[3.Fill]
    Caregiver[Caregiver] --> Prof2[1.Prof]
    Caregiver --> Get2[2.Get]
    Caregiver --> Care2[3.Care]
    DischPlan[Discharge Plan] --> Ent1[1.Enter]
    DischPlan --> AI1[2.AI]
    DischPlan --> Play1[3.Play]
  
```

**5 BENEFITS BY USER TYPE (Gradient Background)**

Benefits **for** Everyone

[Families] [Care Homes] [Caregivers] [Healthcare]

- ⌚ Perfect Matches  
AI analyzes 50+ factors...
- ⌚ Save Time  
Find care **in** days, not months...
- 🛡 HIPAA Secure  
Bank-level security...
- 🕒 24/7 Support  
CareBot always available...
- ✓ Transparent Pricing  
See costs upfront...

**6 COMING SOON FEATURES (White Background)**

🚀 COMING SOON  
What's Next **for** CareLinkAI

[Q1 2026]

- 📱 Mobile App
- 🎥 Video Tours

[Q2 2026]

- 💬 Virtual Consults
- 📊 Analytics

[Future Features]

- 💻 EHR
- 🌐 Multi-Lang
- 🏆 Quality

**7 SOCIAL PROOF SECTION (Gradient Background)**

Trusted by Thousands

10,000+

200+

500+

98%

1 Fam      Homes      Careg      Match

2 "CareLin"      "Automat"      "Game"      "Disch."

3 made it      ed saves      changer      for us

4 easy...      hours...      |

5 Sarah M.      John T.      Dr. Rod.

6 Family      Operator      Disch.

7 HIPAA Compliant  
Your data is secure

8 FAQ SECTION (White Background)

### Frequently Asked Questions

How does the AI matching work? ▾  
Our AI analyzes over 50 data points...

Is my health information secure? ▾  
How much does CareLinkAI cost? ▾

... 3 more FAQs ...

9 FINAL CTA SECTION (Blue □ Purple Gradient)

Ready to Find the Perfect Care?

Join thousands of families, care homes, and healthcare professionals who trust CareLinkAI

[Get Started Free □] [Schedule a Demo]

No credit card  Setup in 5 min  Cancel

10 ENHANCED FOOTER (Dark Background)

[Logo]  
AI-powered platform connecting...  
[Twitter] [LinkedIn] [Facebook]

Product	Company	Support
Features	About Us	Help Center
Roadmap	Careers	Contact Us
Pricing	Blog	Privacy
Integrations	Press Kit	Terms



## 🎨 Color Scheme

### Primary Colors

Blue:	#3978FC		Primary CTA, Links, Accents
Purple:	#7253B7		Secondary CTA, Gradients
Navy:	#1A1A1A		Headers, Text
Gray:	#63666A		Body Text
Lt Gray:	#E9EAED		Borders, Backgrounds

### Gradient Applications

- **Hero Background:** from-[#e8f2ff] via-white to-[#f3f0f9]
- **Primary CTA:** from-[#3978FC] to-[#7253B7]
- **Icon Backgrounds:** from-[#3978FC] to-[#5a8ffc] or from-[#7253B7] to-[#8f6dd1]
- **Final CTA Background:** from-[#3978FC] to-[#7253B7]

## 📱 Responsive Breakpoints

### Mobile (< 768px)

- Navigation collapses to hamburger
- Grid layouts stack vertically
- Hero visual hidden
- Font sizes reduce
- Buttons full-width

### Tablet (768px - 1024px)

- 2-column grids for features
- Partial navigation visible
- Hero visual visible
- Reduced spacing

### Desktop (> 1024px)

- Full navigation visible
- 3-4 column grids
- Hero visual with animations

- Full spacing and padding
  - Hover effects active
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## Animation & Interaction

### Hover Effects

Element	Effect	Duration
CTA Buttons	Shadow + Lift (-translate-y-1)	300ms
Feature Cards	Border color + Lift (-translate-y-2)	300ms
Icons	Scale (110%)	300ms
Social Icons	Background color change	300ms
Navigation Links	Text color change	200ms

### Interactive Elements

- **Tabs:** Click to switch benefits content
  - **FAQ:** Click to expand/collapse with animated chevron
  - **Smooth Scroll:** Navigation links scroll to sections
  - **Hover States:** All clickable elements have hover feedback
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## Section Spacing

### Vertical Padding

- **Hero:** py-20 md:py-28 (80px - 112px)
- **Main Sections:** py-16 md:py-20 (64px - 80px)
- **Footer:** py-16 (64px)

### Container Width

- **Max Width:** max-w-7xl (1280px)
  - **Horizontal Padding:** px-4 md:px-6 (16px - 24px)
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## Typography

### Headings

- **H1 (Hero):** text-4xl md:text-5xl lg:text-6xl (36px - 60px)
- **H2 (Section):** text-3xl md:text-4xl (30px - 36px)
- **H3 (Card):** text-xl md:text-2xl (20px - 24px)

- **H4 (Feature):** `text-lg` (18px)

## Body Text

- **Large:** `text-xl` (20px) - Hero description, section intros
  - **Medium:** `text-base` (16px) - Regular body text
  - **Small:** `text-sm` (14px) - Feature descriptions, footer
  - **Extra Small:** `text-xs` (12px) - Badges, metrics
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## Visual Hierarchy

### F-Pattern Layout



### Visual Weight Distribution

1. **Hero Section (40%)** - Strongest visual impact
  2. **AI Features (30%)** - Second strongest, highlighted
  3. **Other Sections (20%)** - Supporting content
  4. **Footer (10%)** - Reference information
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## Conversion Funnel



## Key Metrics Display

### Trust Indicators

- **10,000+ Families** - Large, bold numbers
- **200+ Care Homes** - Grid layout
- **500+ Caregivers** - Equal visual weight
- **98% Match Accuracy** - Highlighted metric

## Feature Benefits

- **98% match accuracy** - Resident Matching
  - **Saves 5+ hours** - Home Profile Generator
  - **60% faster** - Tour Scheduling
  - **Responds in seconds** - Inquiry Response
  - **90% time savings** - Document Processing
  - **3x higher engagement** - Automated Follow-ups
  - **Always available** - CareBot
  - **Place patients faster** - Discharge Planners
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## Brand Elements

### Badges & Pills

- Trust badge: Trusted by 10,000+ families
- Feature badge: POWERED BY AI
- Phase badges: Q1 2026, Q2 2026, Future Features
- Security badges: HIPAA Compliant, SOC 2 Certified

### Icons Usage

- **FiUsers:** Families, Community
  - **FiActivity:** Operations, Health
  - **FiBriefcase:** Healthcare Professionals
  - **FiHeart:** Care, Caregivers
  - **FiTarget:** Matching, Accuracy
  - **FiZap:** AI, Speed
  - **FiShield:** Security, HIPAA
  - **FiStar:** Rating, Trust
  - **FiClock:** Time, Scheduling
  - **FiMessageCircle:** Communication, Chat
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## Quality Checklist

### Visual Design

-  Brand colors consistently applied
-  Gradients used effectively
-  White space optimized
-  Typography hierarchy clear
-  Icons consistent throughout
-  Images optimized

### Content

-  Headlines compelling

- Benefits clearly stated
- Social proof included
- CTAs prominent
- Trust indicators visible
- FAQ addresses objections

## Technical

- Mobile-responsive
- Fast loading
- Accessible
- SEO-optimized
- No console errors
- Build successful

## Conversion

- Multiple CTAs
  - Clear value prop
  - Social proof
  - Friction reduced
  - Trust built
  - Objections addressed
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This visual guide provides a quick reference for the landing page design and structure! 