

# **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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## STICKY NAVIGATION

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

## 1 HERO SECTION (Blue to 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

☒ AI  
☒ Direct  
☒ 24/7


Operator

☒ AI  
☒ Auto  
☒ Manage


Healthcare

☒ Pros  
☒ AI  
☒ Multi  
☒ Real

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



POWERED BY AI

8 AI-Powered Features That Make Us Different



Match

Engine

98%



Home

Prof

5hrs



Tour

Sched

60%



Inq

Resp

Sec



Doc

Proc

90%



Auto

Follow

3x



Care

Bot

24/7



Disch

Plan

Fast

## 4 HOW IT WORKS SECTION (White Background)

How It Works

Simple, fast, and effective

Fam

1. Tell

2. Get

3. Tour

Home

1. Pro

2. Rec

3. Fill

Care

1. Pro

2. Get

3. Car

Disch

1. Ent

2. AI

3. Pla

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%





## 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

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### 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

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### 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

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### 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)

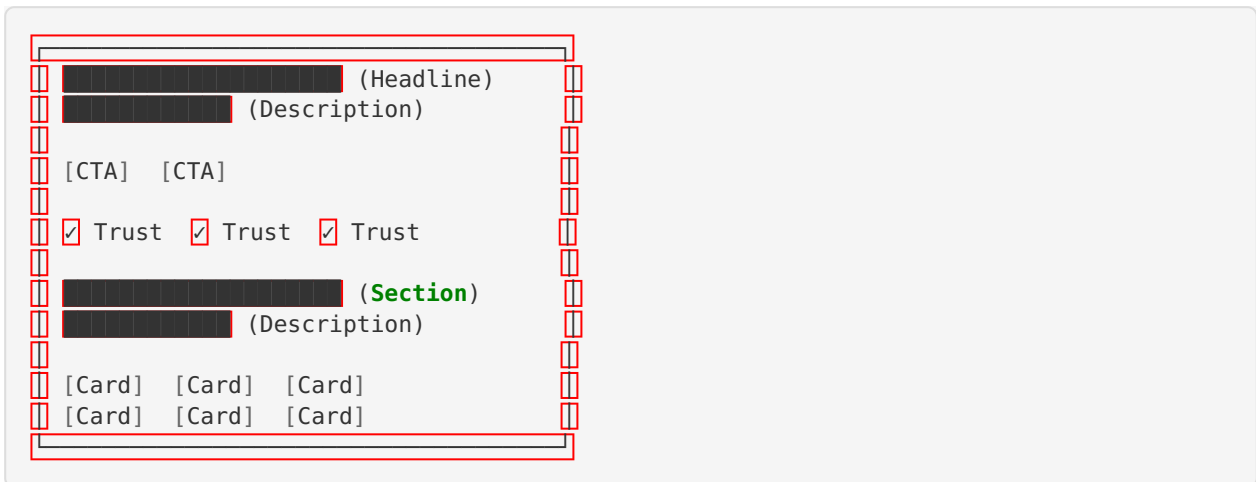
## Body Text

- **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



## 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



## 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



## 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



## 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! 🎨**