

# GLU Homepage Team Brief — v7

AI discovery has changed how shoppers find products. It's no longer about appearing in search results — it's about being the answer. When someone asks “pet food for my 2■month■old kitten?”, AI doesn't list options — chatbots recommend one. GLU ensures that recommendation is yours: accurate, trustworthy, and profitable.

## Be the Answer

From Search to the Answer Economy — GLU helps AI understand your store so chatbots recommend you with confidence.

[ Join the GLU Beta — Turn AI discovery into real revenue. ]

# Hero “Question Gadget”

Animated chat bubble shows rotating shopper questions:

“pet food for my 2■month■old kitten?” → “best moisturizer for dry skin?” → “running shoes for flat feet?” → “eco-friendly coffee pods?”

Each ends with: “With GLU, your store becomes the answer.”

## Before/After Library

Before (gray bubble): "There are many healthy dog treats online."

After (GLU Green bubble): "HUFT Fresh Bites Chicken Jerky — 100% real chicken, no preservatives — available on the brand's Shopify store."

On desktop: horizontal slider; on mobile: stacked vertical layout.

# Visual & Responsive Treatment

All hero and marketing text center■aligned. Responsive single■scroll narrative.

Hero gadget scales fluidly; Before/After stacks on mobile; metrics and FAQ reflow naturally.

Accessibility: Motion■safe, color■contrast compliant, keyboard■navigable.

# **Voice & Tone, Product Contrast, Metrics, FAQ, Platform Vision, CTA**

Shopify■native tone: confident, calm, helpful. Safe integration, no code, real ROI.

Metrics: Visibility ↑45%, Inclusion ↑28%, Conversion ↑9%.

Concierge offer: managed pilot for first 100 products.

CTA: Apply for Beta Access.

# Homepage Mockup Specification

[Hero Section — white background]

Animated gadget → rotating questions → headline → subhead → CTA

[Before/After — light gray band]

[Contrast & Metrics — white background]

[FAQ & Concierge — light gray band]

[CTA Footer — GLU Green bar]