

# Advisory Panel Response — Setup Concierge Website Review

Date: February 8, 2026

In Response To: [Site Review — February 8, 2026](#)

---

## Question 1: Does the messaging resonate with the target audience?

"Don't Let a Bad Setup Cost You Your Brand."

---

### Marcus Chen — Product Manager

"The headline works because it leads with **pain**, not features. Creators and founders don't wake up thinking 'I need LLC formation' — they think 'I don't want to screw this up.' This nails that anxiety.

One tweak: add a **subheadline** that pivots to aspiration. Something like: 'From formation to launch, we handle the details so you can build.' Pain → relief → action."

### Nina Rodriguez — Marketing Manager

"For founders — yes, it resonates. For creators — it's a little corporate. Creators respond more to identity and vision. Consider testing a variation like: 'Your brand deserves a proper foundation.'"

The '20+ Comprehensive Services' stat is generic. Replace with something specific: '47 businesses launched in 2025' or 'Average client saves 60 hours on setup.' Real numbers beat round numbers."

### Raymond Cross — Growth Advisor

"It resonates, but it's doing two jobs at once — talking to people who already know they need help AND people who don't know what they're missing. For the second group, you need education content. Blog posts like 'The 7 Setup Mistakes That Kill New Brands' would funnel them in."

### Dr. Amara Okonkwo — Research & Data

"We need data to answer this properly. I'd recommend:

1. **Hotjar or Microsoft Clarity** — see where visitors actually look and click
2. **A/B test** the headline against two alternatives
3. **Exit survey** — ask form abandoners why they left

Gut feelings don't scale. Data does."

---

## Question 2: Are the three highlighted services the right ones to lead with?

LLC Formation · Branding & Design · Website Development

---

### Marcus Chen — Product Manager

"These are the right three because they map to the **natural sequence**: Legal → Visual Identity → Digital Presence. That 01-02-03 flow tells a story.

But here's the miss: **where's the 04?** After the site is built, what's next? Consider adding '04. Launch & Growth Support' to signal an ongoing relationship, not a one-and-done transaction."

#### James Worthington — Business Strategist

"LLC Formation is smart to lead with — it's the most anxiety-inducing step for new founders. But I'd reframe 'Branding & Design' to '**Brand Identity & Strategy**' — it implies deeper thinking, not just logos. That justifies higher pricing."

#### Nina Rodriguez — Marketing Manager

"The three are right, but the descriptions are too generic. Every agency says 'crafting visual identities.' What makes Setup Concierge different?

Lead with the **concierge angle**: 'We don't just build your brand — we handle every detail so you don't have to.' That's your competitive moat."

#### Derek Simmons — Ops Manager

"From an ops perspective, these three create a clean service delivery pipeline. Each one has a clear start, deliverable, and end. That's operationally sound — easy to scope, price, and delegate."

---

### Question 3: What's missing that would convert more visitors?

---

#### Raymond Cross — Growth Advisor

"Three things, in order of impact:

1. **Social proof** — You need testimonials NOW. Even one quote from WNQ changes the conversion math. People buy what others have bought.
2. **Case study spotlight** — Show the WNQ journey: before → after. Real transformation beats any sales copy.
3. **Lead magnet** — That 'Launching Your Business Online' guide mockup I saw? Make it downloadable in exchange for an email. Build the list."

#### Jasmine Taylor — Social Media Manager

"The site has zero social proof from social platforms. Add:

- Instagram feed embed showing your work
- A 'Featured In' or 'Clients' logo bar
- Short video testimonials (even 15-second phone clips work)

The most underrated conversion tool is a **behind-the-scenes video** of you setting up a client. Show the process."

#### Maya Chen — Visual Designer

"The design is solid, but it lacks **micro-interactions**. When someone hovers over a service card, it should expand or animate subtly. The 'Get Started' button should pulse gently or have a hover glow. These details signal premium quality."

Also — add a **portfolio/gallery** section. You're offering design and web services. Show the work."

#### Victor Oduya — Project Architect

"The intake form link is buried in the footer. It should be:

1. In the hero section CTA
2. After each service description
3. As a sticky floating button

Every scroll position should have a clear path to that form. Reduce friction to zero."

---

## Question 4: Should pricing be visible on the homepage?

---

#### Evelyn Tran — Financial Strategist

"**Yes, but strategically.** Don't list exact prices — list 'starting at' ranges. This does three things:

1. Filters out tire-kickers who can't afford you
2. Anchors expectations so the intake call is smoother
3. Signals transparency, which builds trust

Suggested format: 'LLC Formation — Starting at \$299 · Branding — Starting at \$799 · Websites — Starting at \$1,499'"

#### James Worthington — Business Strategist

"I'd push back on visible pricing for now. You're a **concierge** service — that implies custom. The moment you put prices up, you commoditize yourself. Instead, use: 'Custom packages tailored to your needs — book a free consultation.'"

Pricing works when you have volume. You're in the relationship-building phase."

#### Raymond Cross — Growth Advisor

"Show pricing. Hide pricing. It doesn't matter as much as people think. What matters is **reducing the next step's friction**. The question isn't 'should I show prices?' — it's 'how fast can someone go from curiosity to conversation?'"

My vote: show price ranges on a dedicated Services page, but keep the homepage focused on the intake form CTA."

#### Cassandra Wells — Legal Counsel

"If you do publish prices, include a disclaimer: 'Pricing is for standard engagements. Complex structures may require a custom quote.' This protects you from scope disputes."

---

## Panel Consensus Summary

Topic	Consensus
<b>Messaging</b>	Strong headline, could benefit from a subheadline and real stats
<b>Services</b>	Right three services, consider adding a 4th "Launch & Growth" step

<b>Missing elements</b>	Testimonials, case studies, portfolio, lead magnet, better CTA placement
<b>Pricing</b>	Show "starting at" ranges on a Services page; keep homepage CTA-focused

---

### Recommended Immediate Actions

Priority	Action	Owner
●	Add WNQ testimonial to homepage	Justice
●	Move intake form CTA to hero section	Justice
●	Create WNQ case study (before/after)	Justice + Partner
●	Add "starting at" pricing to Services page	Justice
●	Install Hotjar/Clarity for heatmaps	Justice
●	Make the guide downloadable as lead magnet	Justice
●	Add portfolio/gallery section	Justice + Maya Chen

---

*Panel responses generated — February 8, 2026*

*Facilitator: Antigravity Strategic Systems*