



# Lessen.com Website Redesign

Proposal & Approach | February 2026

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# 2022

The year your brand narrative  
was written. It's been a while.

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## THE PROBLEM

# Your website tells a narrative that's no longer accurate



Site reads as property maintenance, not  
technology platform



Aiden AI (launched Oct 2025) buried in  
sub-navigation



No enterprise credibility signals for a \$900M+  
revenue company



Login portals still point to smsassist.com  
subdomains

# Current State vs. Website Narrative

**\$900M revenue, \$1B+ valuation**

No scale or investor signals

**JPMorgan Chase, BlackRock clients**

No client logos on homepage

**AI platform (Aiden) launched**

Buried in sub-navigation

**Company is growing**

No sense of momentum shown

**1M+ properties served**

280K shown (understated)

## REALITY

Your company has transformed.  
\$150M ARR. Enterprise clients. AI platform.

## WEBSITE

Still communicates the 2022  
property maintenance company  
that no longer exists.

## KEY FINDINGS

**35-45**

Estimated pages  
(excluding blog/CMS)

**6**

Technology products  
competing for attention

**4**

Audience segments  
in navigation

**3**

Separate contact  
form paths

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## SITE ANALYSIS

# Technical & messaging audit



Hero copy is generic commodity language with no platform differentiation



Pardot forms create conversion bottleneck (no HTML dev on 4-person team)



Blog URLs, resource pages, and backlinked pages need 301 mapping



Navigation forces self-selection before visitors understand Lessen

## THE OPPORTUNITY

# Your website should close deals, not explain what you do



Reposition from services company to technology platform



Elevate Aiden AI as the centerpiece of your platform narrative



Build enterprise credibility: logos, funding, scale metrics



Empower marketing to update site without developer dependency

## REVENUE IMPACT

Every enterprise deal that stalls at the website evaluation stage costs \$50K-\$500K+ in pipeline value.

A website that reflects who you are today removes friction from your enterprise sales motion.

## OUR APPROACH

# Three-phase delivery over 14 weeks

### 01 Strategy & Foundation

Weeks 1-4

### 02 Design & Development

Weeks 4-12

### 03 Launch

Weeks 12-14

## PHASE DETAILS

### Strategy & Foundation

Messaging architecture, information architecture redesign, content strategy, SEO migration planning

### Design & Development

Homepage redesign, core page templates, Navless integration, form replacement, mobile-first responsive, CMS templates

### Migration & Launch

Content migration, 301 redirects, performance optimization, QA testing, launch with post-launch SEO monitoring

### Ongoing Support

Monthly maintenance, page creation, SEO monitoring, analytics

# What we deliver



## Messaging Architecture

KW research + content briefs



## Information Architecture

Simplified site structure



## 25-30 Core Page Templates

Homepage to use cases



## CMS Migration & Templates

Blog, press, resources



## SEO Migration Plan

301 redirects & monitoring



## Navless Integration

AI content discovery

## SCOPE SUMMARY

**25-30** Core page templates

**6-8** Industry use case pages

**3-5** CMS collection templates

**40-50** Total pages including CMS

### Also includes:

Pardot form replacement  
Performance optimization  
Cross-browser QA  
Staged launch plan

TECHNOLOGY PARTNER

# Navless

## AI-powered content discovery



Supplements traditional navigation with AI-driven content surfacing



Visitors find relevant content through natural interaction



Reduces page depth and increases engagement with key content



Perfect for complex sites with multiple audiences

### AI-FIRST APPROACH

Navless embeds directly into the Lessen site as an AI assistant that understands your entire content library.

Instead of forcing commercial and residential visitors through separate navigation paths, Navless surfaces the right product pages, use cases, and resources based on what each visitor is actually looking for.



# 14-week delivery plan

## Strategy & Foundations

Wk 1-4

### Strategy & Foundation

Messaging  
architecture  
IA redesign  
Content strategy  
SEO migration plan

## Design & Dev

Wk 4-12

### Design & Development

Homepage redesign  
Core page templates  
Navless integration  
Form replacement  
Responsive design  
CMS templates

## Launch

Wk 12-14

### Migration & Launch

Content migration  
301 redirects  
Performance  
optimization  
QA & staged launch

WHY VAN

# Boutique Expertise. Enterprise Scale.

We deliver enterprise-grade Webflow design & development, next-gen search and discoverability, and revops infrastructure that scales.

150+

Webflow  
projects delivered

## DIFFERENTIATORS



### Webflow Enterprise Partner

Certified expertise for complex enterprise migrations



### Navless Integration

Integrate your site with AI-powered content discovery



### SEO & AEO Expertise

Answer Engine Optimization for AI-powered search visibility



### Complex Migration & Integration Specialists

CRM integration and marketing automation specialists




### Multi-Audience Architecture

Experience structuring sites that serve distinct buyer segments

## CASE STUDIES

*"They went out of their way to help us meet our needs."*

Alina Vandenberghe  
CEO, Chili Piper



*"A stunning increase in user registrations and page views."*

Grata

## RESULTS

### Chili Piper

WordPress to Webflow migration

1,000+ resources migrated from UberFlip to 6 Webflow collections with Algolia search and full SEO preservation

### Grata

SEO & Conversion Rate Optimization

**70%**

Conversion  
increase

**50%**

Google  
impressions

**14→100**

Site health  
score

### Proof

Product launch from Figma

SEO-optimized Webflow build with tight turnaround.  
"Easy communication, great work, fast turnaround."

## INVESTMENT

# \$80,000 – \$90,000

Project-based engagement | 14-week delivery

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### ● Strategy & Foundation

**\$15K – \$20K**

Messaging architecture  
IA redesign  
Content strategy  
SEO migration plan

### ● Design & Development

**\$55K – \$60K**

Homepage redesign  
25-30 page templates  
Navless integration  
CMS & forms  
Responsive site build

### ● SEO Implementation & Launch

**\$15K**

Content migration  
301 redirects  
SEO/AEO Optimization  
Performance QA  
Staged launch

NEXT STEPS

# Let's build the website Lessen deserves

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- 01 Review proposal and align stakeholders
- 02 Finalize scope of work, terms, and pricing
- 03 Kick off project

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