



Lessen.com

Website Redesign

Proposal & Approach | February 2026

2022

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



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

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

DELIVERABLES

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

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.

TIMELINE

14-week delivery plan

Strategy & Foundations
Wk 1-4

Design & Dev
Wk 4-12

Launch
Wk 12-14

Strategy & Foundation

Messaging architecture
IA redesign
Content strategy
SEO migration plan

Design & Development

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

Migration & Launch

Content migration
301 redirects
Performance optimization
QA & staged launch

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

- **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

Let's build the website

Lessen deserves

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

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