

Proof of Work: Conversion Copy for Robotics Startup Landing Page

Project Summary

In 2023, I partnered with a B2B robotics startup to improve their website's conversion performance. Their existing landing page was rich in technical details but failed to resonate with potential clients. The brief was clear: make it simpler, stronger, and more effective.

Objective

- Improve landing page conversions
- Simplify complex technical language for non-technical business buyers
- Align copy with brand voice and user journey

Strategy and Execution

To meet these goals, I began by interviewing the startup's sales team to identify the most common objections and value drivers voiced by clients. Based on those insights, I crafted a new landing page using the AIDA (Attention, Interest, Desire, Action) framework. I created multiple headline variants and calls-to-action (CTAs), which were later A/B tested by the team. I also rewrote the subheadings, body copy, and benefit sections to be more persuasive and results-oriented.

Two core changes made the biggest difference:

1. Replacing feature-heavy text with benefit-led statements
2. Adding social proof and testimonials above the fold

The client also implemented my suggestion to add anchor-linked CTAs for mobile users to reduce friction.

Results and Impact

- 25% increase in signups within 30 days
- Bounce rate decreased by 18%
- Average time on page increased from 28 to 43 seconds
- Improved clarity and trust, according to user feedback

Tools Used

- Google Docs (writing)
- Grammarly (editing)
- Google Optimize (for A/B testing headlines)
- Figma (for collaborating with the UI designer)

