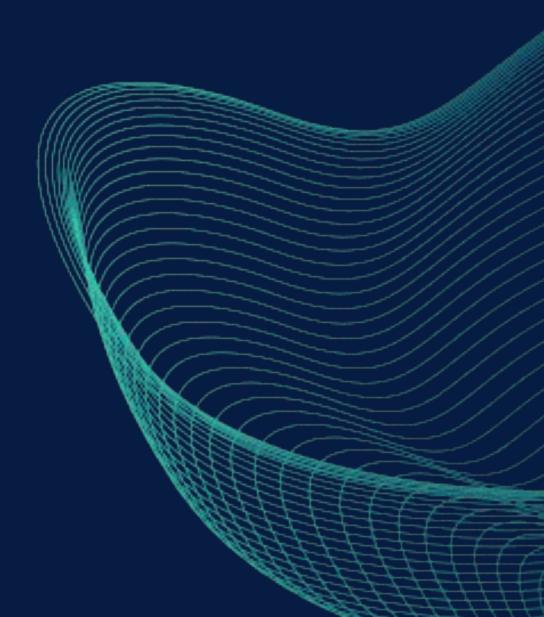






Website Optimization

Through strategic copywriting and persona-driven content, we helped transform Gather Voices' website homepage into a high-converting asset.



Gather Voices Homepage Website Optimization

Program Overview

Gather Voices' website wasn't generating enough leads.
We revamped the homepage content to better engage the
Association Marketing Director and drive conversions.

Objectives

- Increase website engagement and conversion rates
- Align content with target buyer persona
- Improve UX and reduce friction in the buyer's journey
- Speed up the sales cycle

What We Did

To develop a winning content strategy, we focused on:

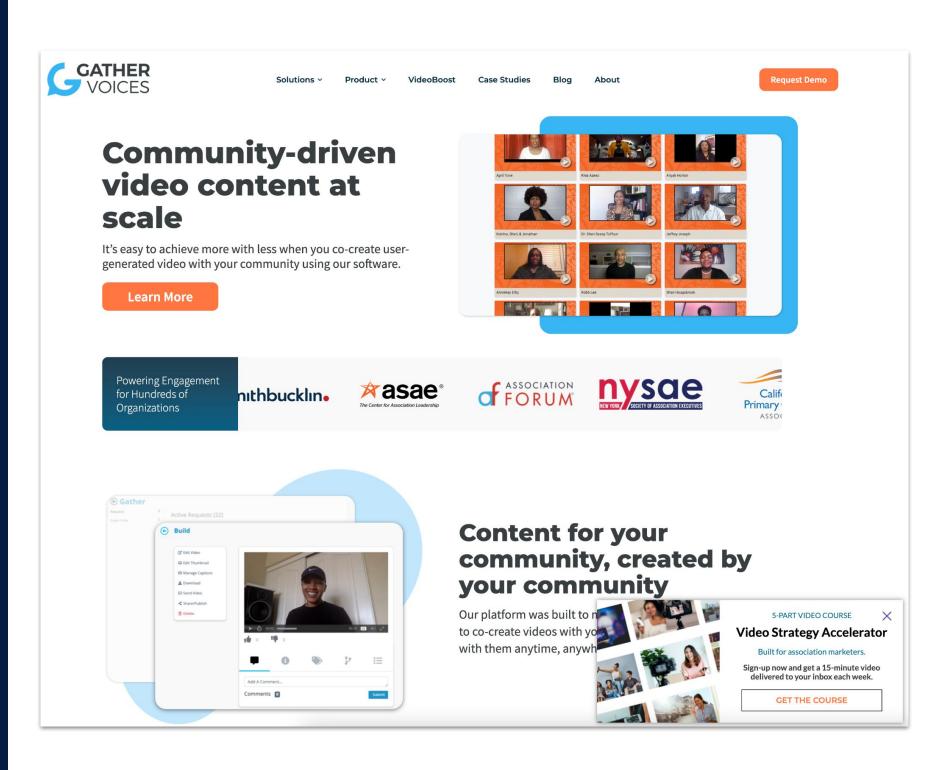
- Documenting the Ideal Customer Profile (ICP) to define key characteristics and behaviors
- Identified pain points and emotional purchase drivers
- Crafting compelling, persona-driven messaging using a contextual storytelling framework
- Cross-functional collaboration between sales and marketing
- Performance tracking and optimization using heat maps and website analytics

Results

The homepage refresh delivered measurable improvement in **engagement** and **conversion**, proving the power of strategic content.

- 52% increase in demo conversions
 Stronger messaging drove high-intent leads
- 16% increase in session duration
 Visitors engaged longer with improved content
- 6% increase in pageviews/session

 More compelling journey kept users exploring



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Schedule a Discovery Session

Let's do this!

Explore how we can support your goals.

Reach Out Anytime:



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