



# Website Optimization

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

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# 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.

- 1 52% increase in demo conversions**  
Stronger messaging drove high-intent leads
- 2 16% increase in session duration**  
Visitors engaged longer with improved content
- 3 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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