

Just thought the copy on Google search could be tweaked and easier to consume:

Google Title and Description Copy

<https://lancedit.com>

LancedIT | Write Review With Us

Our Objective · Together let's make the 'Lance' in Freelance worth its stance · **LancedIT** is a client review platform for a better ecosystem. · The reviews form a shared ...

Google search title (3 options):

LancedIT | Giving Freelancers A Voice!

LancedIT | No Filters, Raw Reviews

LancedIT | Where Freelancers Unite

Description: Calling all Freelancers! Let's build a world with no secrets, no hidden agenda, just 100% REAL reviews. By Freelancers for Freelancers!

Homepage

Banners

Banner 1 (Outcome - individual): Hey! Is freelancing your jam?
Spill The Beans
#BeAHero

Banner 2 (How): Talk, Scream, Share!
Write a review with us

Banner 3 (Why): Help freelancers like you
Reviews = Business intelligence

Banner 4 (Outcome - community): Come, join the family
Help your freelance community
#BeAHero

'How'



**Be a hero and tell us !
How did your last gig go?**

Leave a review for your previous client
and enlighten another freelancer!



**Got a new gig?
Congrats!**

Check out what others have to say about
your next client is like.

Copy:

Be a hero and tell us how your last gig was?

Got a new gig?
Congrats!

Write a review for your previous client
and help other freelancers!

Find out what others are saying about your new client!

Why:



**Launch yourself as a hero by
making the best profile!**



**Leave & read reviews on every
single brand out there!**



**Our database is based off your
stories. Help us keep them raw,
honest and powerful**

Copy:

1. Let's get serious.
Register with LancedIT
and enter a world that couldn't be more 'real'.

2. Write & read reviews on every
single brand out there!

3. Our database is based on your story.
Help us keep it raw, honest and powerful!
#BeAHero

Objective:

Our Objective



Together let's make the 'Lance' in
Freelance worth its stance



LancedIT is a client review
platform for a better ecosystem.



The reviews form a shared pool of
accessible Business Intelligence.



Together we can create client
accountability and help the
community.

Copy:

1. Vector to show togetherness builds power - maybe a vector of people working together = success. Copy: Nice
2. Vectors should depict a thriving ecosystem/ forest/ lush flora? Copy: Nice
3. Vector ok. Copy: Your reviews build a pool of business intelligence accessible by everyone!
4. Vector and copy are nice

About Us Page

Reorder:

1. LIT
2. Change Our Story to 'Founders Story'
3. Objective is redundant here - please remove

CTAs and Buttons:

Let's Go CTA: (clicking on this CTA should lead to the registration form/ popup)

- Option 1: Let's Go
- Option 2: Make Some Noise!
- Option 3: Sign Me Up

The '**Search**' button - move to the top of the page
Change CTA to - 'Looking for someone?'

Login/Register button to be changed only to 'register' - 'get talking' to open login page
