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 I Giving Freelancers A Voice!

LancedIT I No Filters, Raw Reviews

LancedIT I 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!

<u>Homepage</u>

Banners

Banner 1 (Outcome - individual): Hey! Is freelancing your jam?

Spill The Beans

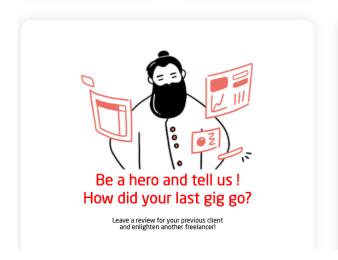
#BeAHero

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'





Copy:

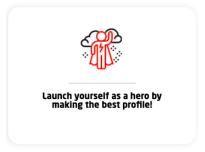
Be a hero and tell us how your last gig was?

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:







Copy:

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

Objective:

Our Objective









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
