

FEB Digital Web Copy

Navigation



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ABOUT

CASE STUDIES

LATEST

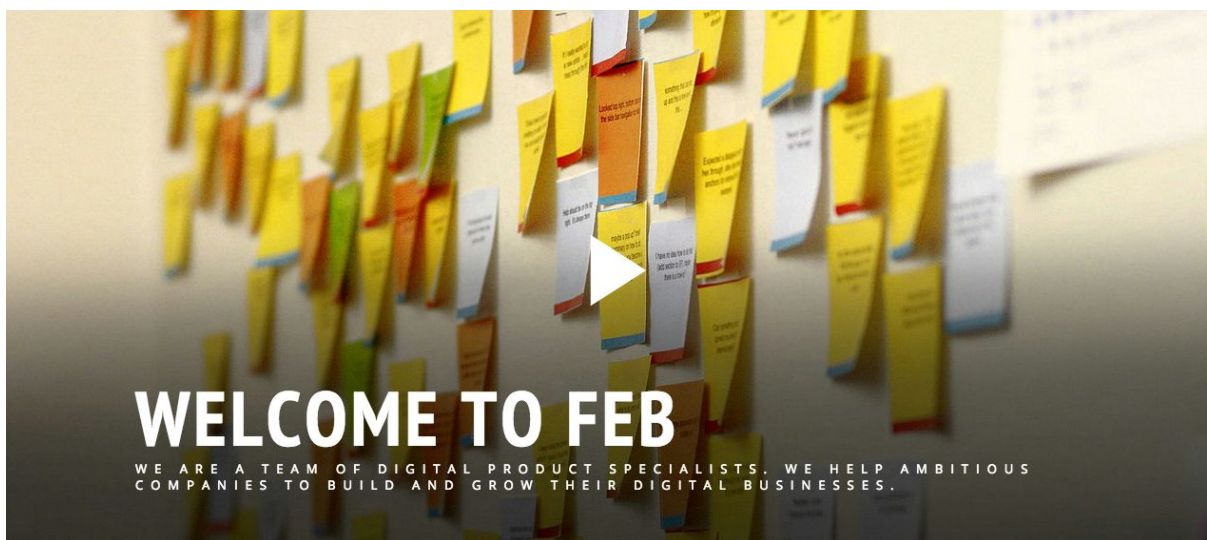
CONTACT

Suggested Copy:

- About
- Our Work *or* Portfolio
- Latest
- Contact

“Case studies” are typically written in a detailed, narrative style and are often thought of in an academic or research context. Because of this, the use of this word to describe what is essentially a portfolio of FEB’s work could be misleading. A word such as “work” or “portfolio” would be a bit more direct and make it easy for the audience to identify where they can see what you have done.

Carousel



Suggested Copy:

Welcome to FEB

- A team of digital product specialists helping companies build and grow their digital businesses
- A digital agency specialising in excellence

Revised

- We are digital product specialists helping companies build and grow their digital content businesses
- We are digital product specialists working with companies to quickly build and grow digital businesses around content
- We are digital product specialists helping companies create meaningful content experiences
- We are digital product specialists helping companies build and grow their digital businesses by creating meaningful content experiences

Leading strapline we went with

- We are digital product specialists. We work with ambitious organisations to build and grow digital businesses around content.

Potential Additional Slides:

Discovering Opportunities

- We turn your business's best digital ideas into profitable products.

Accelerating Success

- Our expert team brings brilliant products to market in record time.

Enhancing Experiences

- We identify your customers' desires and develop products they won't want to live without.

Increasing Profits

- From gaining new customers to retaining existing ones, we help you drive more revenue from your digital content.

Revised

Discovering Opportunities

- We are passionate about creating life-changing products for your end users and helping your company thrive in the age of digital publishing.
-

Each headline in the carousel highlights FEB's different strengths and the value those strengths have to a potential client. The taglines elaborate and show the audience what FEB can accomplish.

About Section

WHAT DO WE DO?



LAUNCH NEW PRODUCTS

We test your best ideas and turn them into successful businesses.



GROW EXISTING PRODUCTS

We find ways to drive more revenue from your existing products



TRANSFORM TEAMS

We transform the way internal teams work with digital products

Suggested Copy:

Launch New Products

We turn your best ideas into successful businesses.

Grow Existing Products

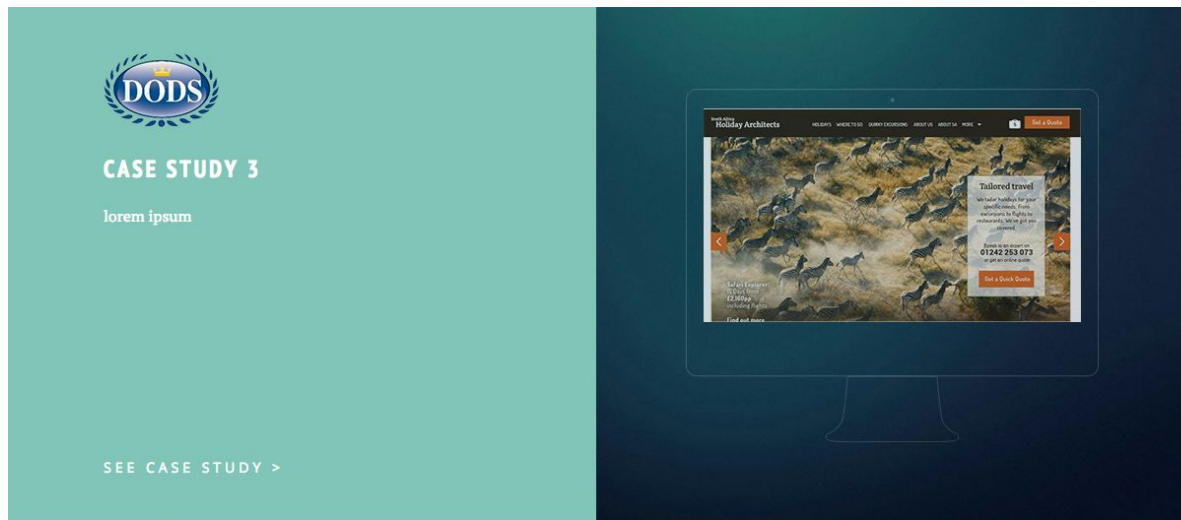
We identify ways to increase revenue from your existing products.

Transform Teams

We transform the way internal teams work with digital platforms.

I cut a few extra words out of the current placeholder copy and used platforms instead of products to avoid repetition, but, overall, I think the existing copy works here.

Portfolio/Case Study Section



[MORE CASE STUDIES FROM FEB >](#)

Suggested Copy:

Our Work [for section heading, not pictured]

[See Project](#) [for link within the case study]

[More Projects By FEB](#) [for link to case study page]

As mentioned in the navigation, case study doesn't bring to mind work samples so much as it brings up research studies. "Project" aligns more with the purpose of this section.

Latest Section

LATEST

FROM THE FEB BLOG



HOW TO BUILD A SUCCESSFUL INTELLIGENCE PRODUCT

FEB's Vaughan Evans will be co-presenting a talk entitled "How to build a successful intelligence product" during a breakfast event...

[MORE THOUGHTS FROM WEB >](#)

Suggested Copy:

More Thoughts From FEB [to repair a typo]

NEWSLETTER SIGN UP

Find out what FEB are reading and thinking and get the best articles delivered weekly to your inbox.

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[FEB MUST READS OF THE WEEK >](#)

Suggested Copy:

For description text:

- Find out what our team has been reading each week and have our favorite articles delivered to your inbox.

Link text:

Reads of the Week