

Twitter Thread by [Matt Maiale](#)



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[@maiale](#)



I've rewritten 300+ websites for startups from pre-seed to unicorn.

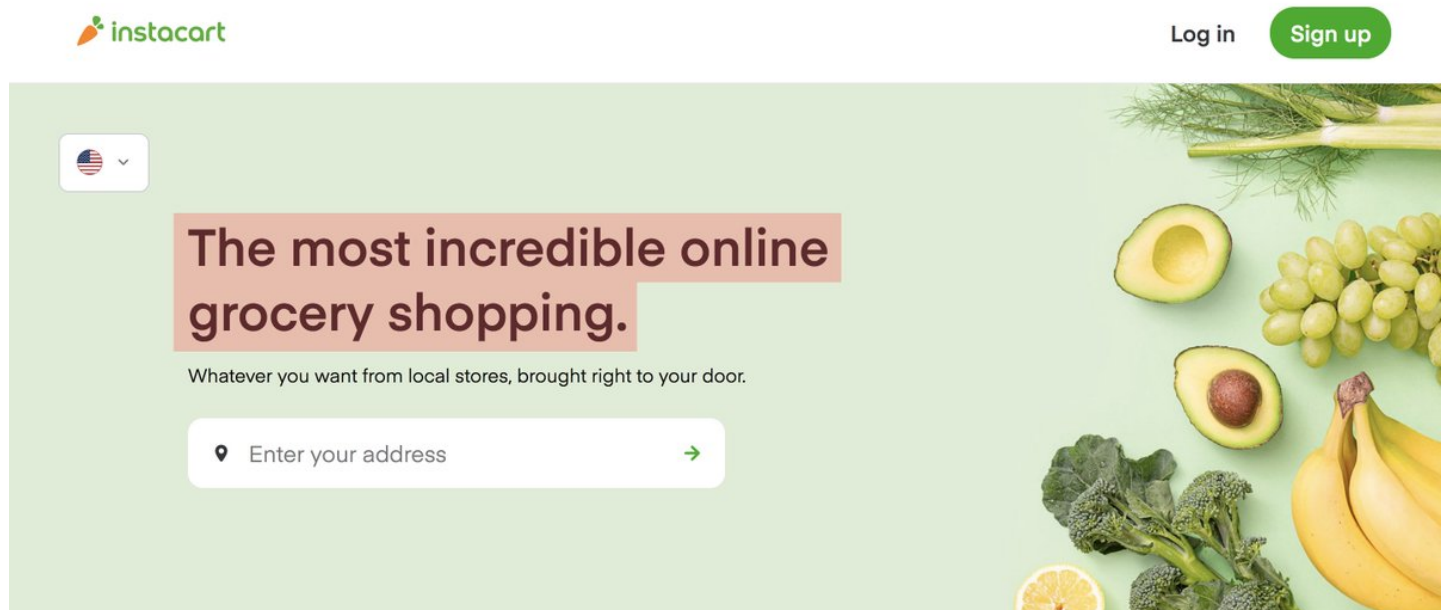
Here are my top learnings ■

Share the benefit, not the product.

Users don't care what you sell, they care about how they get value:

- Start with an action verb
- Make a bold claim
- Talk directly to your persona

Hook the users so they NEED to read on.



Browse stores in Miami

Turn your feature sections into narratives.

- Dig at your audience's problem
- Twist the knife at why the problem is bad
- Share your feature's solution

Make your feature sections both memorable AND relatable.

Give customers the best support

Customers want to connect any time, any place. Meet them where they are with the Zendesk Suite, which provides sophisticated, seamless support that flows across channels.

[Learn more](#)

Give users a sense of FOMO (Fear Of Missing Out).


When pitching your product, make users feel like everyone else already knows about it.

- "2,194 trials started"
- "25,000+ privacy community"

With Ahrefs, you don't have to be an SEO pro to rank higher and get more traffic

Start a 7-day trial for \$7

+2,194 trials started in the last 7 days

FACEBOOK  Adobe  LinkedIn  NETFLIX UBER
Ahrefs is trusted by marketers from the world's biggest brands

Show users how easy it is to get started by handling objections.

- "Join our Beta. It's free."
- "No credit card required"
- "Cancel anytime"

Give users no excuse to NOT click through.

Get started with Heyflow

- ✓ Free 14-days trial
- ✓ No credit card required
- ✓ Cancel anytime

Try now—it's free!

Motivate users to take the next steps.






Be specific about the value users get by clicking forward:

- "Get started" → "Sign up now to automate Slack"
- "Join us" → "Start learning"

Reassure users they're on the right path.

More than 3,000 apps, better together

Stick with the tools that work for you. Zapier connects more web apps than anyone, and we add new options every week. We integrate with apps such as [Facebook Lead Ads](#), [Slack](#), [Quickbooks](#), [Google Sheets](#), [Google Docs](#), & many more!

-  Google Sheets
-  Gmail
-  **Slack**
-  Google Calendar
-  Mailchimp

[Sign up now to automate Slack](#)

Keep your visuals simple.

Bad: [@Retool's](#) demo is overwhelming with text and visuals

Good: [@HelloSign](#) instead uses blurred text so users only focus on the features that matter.

Good morning, Alex!

Select a customer to view their metrics.

Customers: 281
Active MRR: \$284,432

Company name: Search here
Project manager: Select a manager

Market tier: Select a tier
Success manager: Select a manager

id	Company name	CSM	MRR
1	Initech	Jessica Mohaim	
2	Circle Health	Duncan Idaho	
3	Yogi sportswear	Maya Gao	\$438.50

Usage: 83.33%
Records validated: 40.78%

Watch Alex build a Retool app
4 min Watch now →

Queries (5) Transformers (5) downloadSelectedFile

Select resource: postgresql retool_emailer_write write
Action type: Update existing records
Database table: Select a table

231 rows returned in 3s

Inspector Components

Frequently used

- Text: Supports markdown or HTML.
- Input: Control other components or queries with text.
- Dropdown: Select one value from a list of options.
- Button: Trigger actions like run queries, export data, or open other apps.
- Table: Display tabular data with pagination.
- Key value map: Display key value pairs in a table.
- Container: Group things together into groups, also nestable.
- Tabbed container: Container with a tab to switch between different states.
- Form: Group inputs together and submit at once.
- JSON schema form

Bonus: Reply to the first tweet in this thread with your startup's website.

I'll reply back with a video teardown.

Thanks for reading!

Feel free to follow me @maiale for more tweets around marketing, community, and growth.

Thanks to everyone who sent their landing page so far!

I'll be replying/DMing teardowns to everyone over the next week :)

Wow, I didn't expect this many responses■■■ That's it for landing page teardowns!

I'll do my best to reply/DM everyone who responded before now throughout this week :)

If you want copywriting inspiration, here are some of my favorites:

- <https://t.co/WWtARXKLGt>
- <https://t.co/8rjKYrOYI0>
- <https://t.co/pXzeSyP9tU>
- <https://t.co/AFg2a9gAwV>
- <https://t.co/Re5uCbSih3>

What are some other great examples?