Twitter Thread by Growth Tactics



Growth Tactics
@GrowthTactics

Here’s how to double conversion on your startup’s homepage.

(From rewriting over 1,000 websites.)

A thread ■

1/ Your "above the fold" (ATF) section is the part of your site that's immediately visible before scrolling.

When visitors see this, they decide to either keep scrolling or bounce.

In seconds, they attempt to assess:

• What you do.
• Whether you're a fit for them.

2/ If your ATF is confusing or uninteresting, visitors bounce.

This happens because of:

1. Weak messaging: Your product's purpose is unclear, uninteresting, or irrelevant.

2. Weak design: Your design is unprofessional or outdated.

3/ There are 3 things you can change on your ATF.

1. Header
2. Subheader
3. Design

Let's dive into each.

4/ Headers need to:

1. Identify how users get value from your product.

2. Include a hook—to get them to keep reading.

3. Speak directly to your customer personas.

5/ To express value, sharpen your value prop:

1. What bad alternative do people resort to when they lack your product?

2. How is your product better than the bad alternative?

3. Now turn the last step into an action statement—that's your value prop

Examples from top startups:

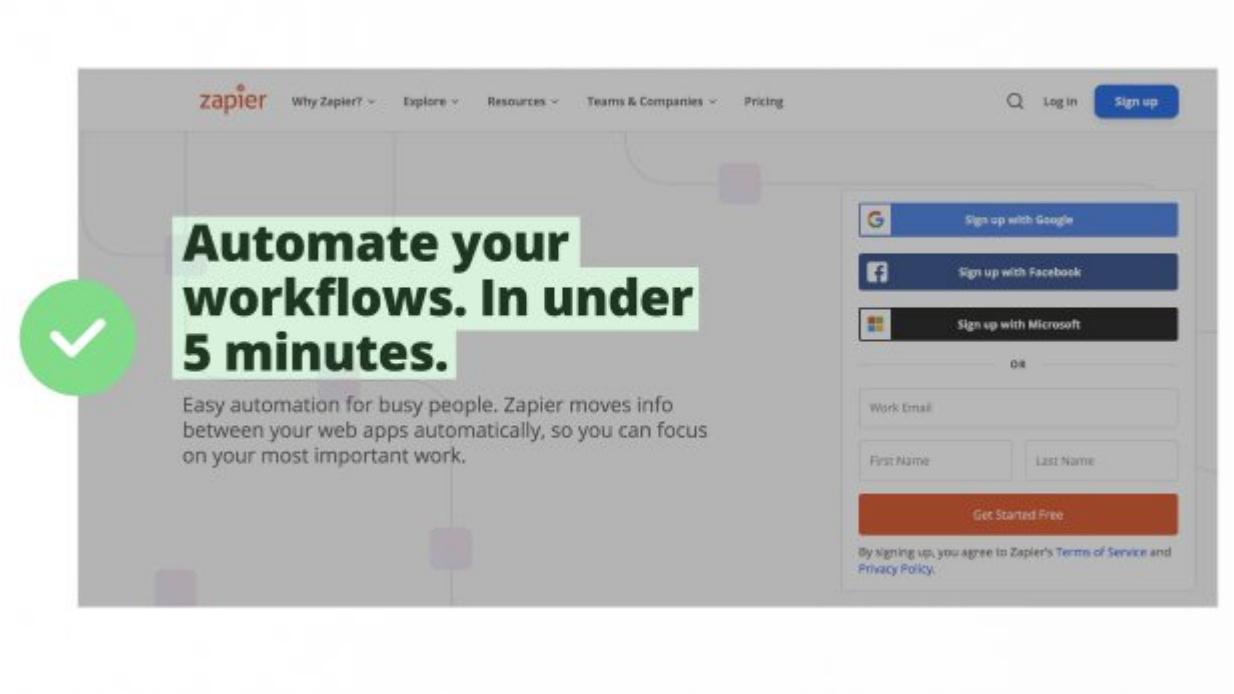
Company	1. Bad alternative	2. Better solution	3. Action statement
Airbnb	Stuck in sterile hotels, don't experience the real culture	Stay in locals' homes.	Experience new cities like a local.
Dropbox	Unorganized paper files, easily lost flashdrives	Online cloud storage that automatically syncs your files	Upload your files to the cloud automatically.
DoorDash	Long waits at restaurants and traffic-heavy trips to get food	Quick deliveries from local restaurants.	Get your favorite meals with the press of a button.
Venmo	Finding ATMs to get cash, forgetting to pay people back, IOUs	Mobile money transfer among friends	Get paid back by your friends instantly.
Webflow	Contract out your website to a front-end web developer	Code-free website design tool usable by anyone.	Launch your website yourself.
Robinhood	High-fees on low volume trades.	No-fee stock trading platform	Trade stocks for free.
Slack	Messy email chains and unsecure group chats.	Single app for real-time, team-wide communication.	Communicate with everyone in one place.

6/ Then add a hook:

1. Either a bold claim: Something highly specific that triggers the thought, "Wow, I didn't know that was possible." (Example

on left.)

2. Or address likely objections. (Examples on right.)



7/ Address your value prop to the right audience.

• List out your top 2-3 customer personas.
• Rewrite your headers to speak to them—in their language.
• Choose the header that best addresses your key audience, or create a landing page for each persona.

Aa Company	Customer persona	New header
DoorDash	Young working professionals	Get your favorite local meals right to your office. No delivery fees.
DoorDash	Elderly without transporation	Get your contactless delivery to your home. No delivery fees.
Venmo	Teens, young adults without credit cards	Get paid back by your friends instantly. No fees.
Venmo	Small business owners	Reimburse your employees and co-workers instantly. No fees.
Robinhood	Young, upper-middle class millennial	Get started creating your stock portfolio. No minimums.
Robinhood	Retired professions	Earn dividends on your retirement savings. Start investing with no minimums.
Slack	Small business owners	Keep your business communications organized. For free.
Slack	College organizations	Build your student organization within one communication channel. For free.

8/ Now add a subheader. Your subheader should expand on two things:

1. How does our product work *exactly*?

2. Which of our features make our header's bold claim believable?

9/ Here's how you do it:

• Rewrite your subheader to explain how the claim in your header is achieved.
• Add the top 2-3 features of your product.
• Keep it brief. Lengthy paragraphs kill momentum.

Aa Company	Header	Subheader
Airbnb	Experience your getaway vacation like a local. No minimum stays.	An online rental marketplace with thousands of short-term rentals in your area.
Venmo	Get paid back by your friends instantly. No fees.	Venmo is a money transfer platform that instantly connects between you and your friends' banks.
Webflow	Build your own website in 15 minutes. No code.	Webflow is a website building platform that uses plug and play technology to help you launch quickly.
Robinhood	Trade stocks for free. No minimums.	Robinhood is an e-trading platform that allows for instant investments with no trading fees.
Slack	Keep your business communications organized. For free.	Slack is an all-in-one communication platform that organizes your conversations into channels, threads, and direct messages.

10/ Design

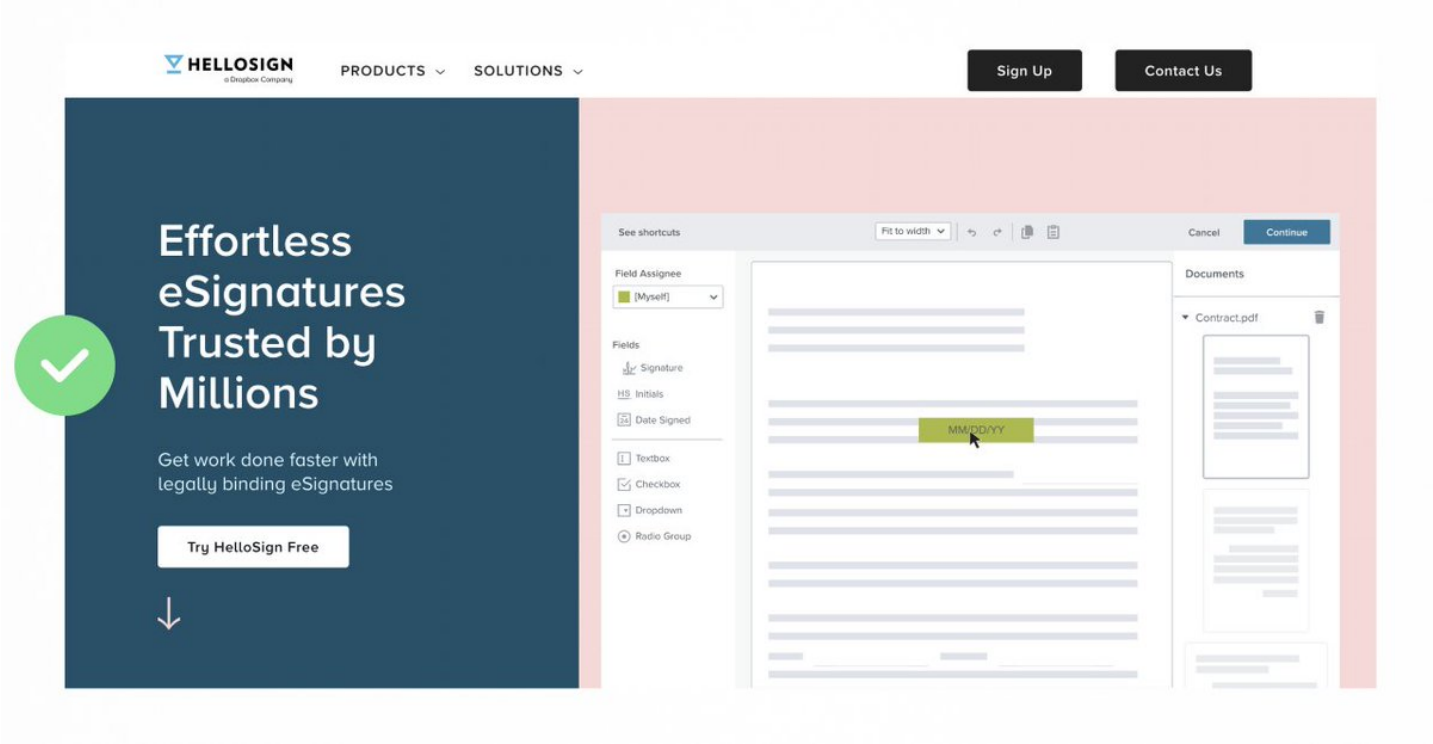
A landing page's design should rarely be unique. It's your product that should be unique.

Your page is just a familiar medium for communicating your product's uniqueness.

11/ Images

Consider these goals when adding images:

• Remove uncertainty by showing the product in action. (Hellosign uses a GIF to show the product.)
• If you sell physical goods, 1) show off the various use cases and 2) show close-ups of the build quality (e.g. Allbirds)



12/ CTAs

CTAs should be continuations of the magic teased in the header copy.

It feels natural to click these CTAs because they help the visitor continue the narrative you kicked off.

Aa Company	Header	CTA
Airbnb	Experience your getaway vacation like a local. No minimum stays.	Find a rental
Venmo	Get paid back by your friends instantly. No fees.	Setup your account
Webflow	Build your own website in 15 minutes. No code.	Start building
Robinhood	Trade stocks for free. No minimums.	Start trading
Slack	Keep your business communications organized. For free.	Create a workspace

13/ Recap:

• Your header identifies how users get value from your product.
• Add a hook: Bold claims or objection handling.
• Subheader explains *how* your product works.
• Design should support your message: value-add images, minimal navbars, and magic-relevant CTA buttons.

If you found this valuable, we save our best insights for our newsletter.

Get bi-weekly growth tactics here: https://t.co/1urt7joZaQ