

Spec sample created by Shivraj Writes to demonstrate craft and structure. "Pulsemetrics" is a fictional analytics SaaS created for this sample. Not a paid client project.

Homepage — Hero Section

Know Which Campaigns Made You Money — Before Your Next Budget Meeting

Pulsemetrics connects your ad spend, site analytics, and revenue into one dashboard — so you stop guessing which channels actually pay off.

[See your first report in 5 minutes →]

Problem Strip

Your data lives in five different tabs. Ad platform says one thing. Analytics says another. Finance asks for ROI and you're stitching together a spreadsheet by Thursday night.

Features Section**Unified Revenue Tracking**

See exactly which campaign, channel, and even ad creative led to a paying customer — not just a click.

Live Budget Alerts

Get notified the moment a channel's cost-per-acquisition crosses your target, instead of finding out at month-end.

One-Click Reports

Export a boardroom-ready report in one click — no more rebuilding the same slide every month.

Pricing Teaser Section

Plans that scale with your ad spend, not your headcount. Start free, upgrade only when your campaigns are big enough to need it.

[Compare plans →]

Closing CTA Section**Stop Reporting on Guesses**

Connect your first data source in under 5 minutes. No credit card, no sales call required.

[Start free →]

Copywriter's note: Written to the brief "make the product make sense in seven seconds" — hero leads with the outcome (know what made money), not the feature (dashboard). Each feature block pairs a plain-English benefit with a concrete, specific claim instead

of vague buzzwords.