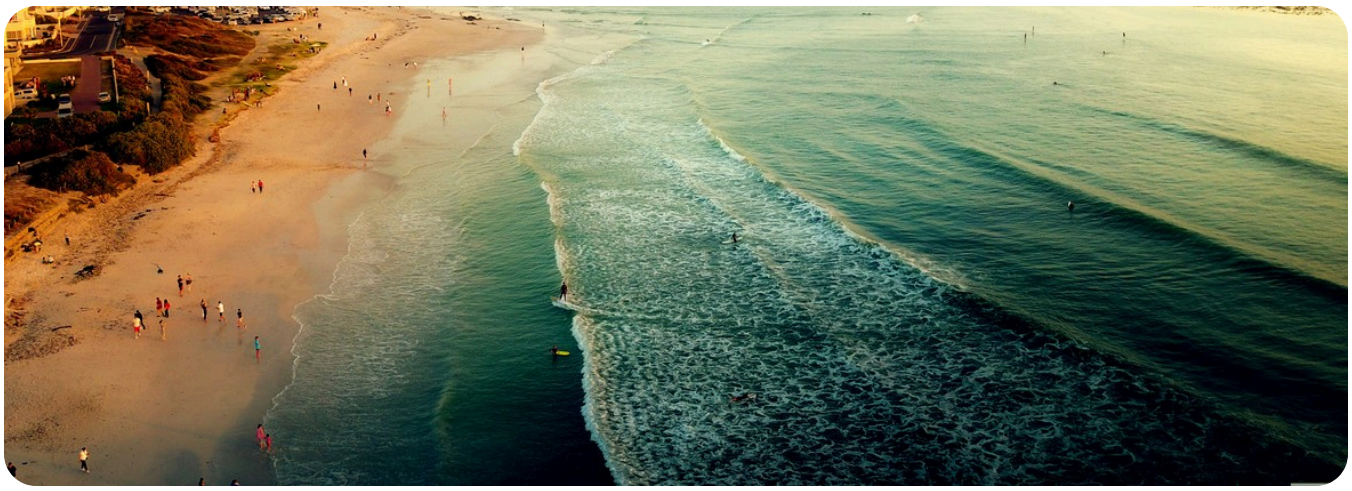


From a page that inspires to a path that converts.

The landing page refresh for a pre-construction beachfront development in Costa Rica, rewritten from performance data and localized for Spanish-speaking buyers.

Context: after the first months of the campaign, the page drew visitors but too few qualified registrations. I rewrote it to lead with the project's strongest differentiator and walk first-time visitors to the form.

My role: page copy, written from the campaign results with the agency's digital strategist, then the full Spanish localization.

2.6% → 4.4% of visitors registered after the new page went live, alongside new ad creative from the digital team: 48% more leads a month from 12% fewer visitors.

the reasoning behind each section is in the notes →

THE PAGE, SECTION BY SECTION

Copy strategy, top to bottom

HERO

lead with the one claim competitors can't make

TITLED, BEACHFRONT LIVING in Costa Rica

Now Under Construction · Beachfront Condos From $XXX,XXX

SECURE YOURS

LEAD FORM

scarcity right where the decision happens

TOWER 1 90% SOLD. REGISTER TODAY.

Discover More & Own [Town] Beach!

REGISTER NOW

RARE OPPORTUNITY

explain why "titled" matters

A RARE OPPORTUNITY

Infinite Ocean Views for Every Resident

Titled beachfront properties are rare, highly exclusive and extremely valuable. [Project] represents a rare opportunity, as most coastal land in Costa Rica falls under restricted maritime zones, which exclude full ownership.

Each condo is thoughtfully designed to deliver breathtaking, unobstructed ocean and sunset views from your living areas, master bedroom, and of course, your balcony. Secure ownership. Infinite views. No compromises.

LIFESTYLE

the surf-town energy, not a quiet oasis

180° OF OCEAN VIEW, GUARANTEED

A Life Measured in Sunsets & Sea Breezes

As one of Costa Rica's original eco-tourism havens, adventure and ease meet in equal measure: from surfing breaks for every level to forests alive with wildlife and vibrant streets filled with dining, music and laughter.

At [Project], you are just steps away from it all: a seaside sanctuary where your days are shaped by nature and your nights by the rhythm of the coast.

AMENITIES

the extras that make the price feel worth it

Resort Style Living Every Day

Every day at [Project] feels like a holiday, with ocean breezes, sunset gatherings, and spaces that connect you to the sea and to each other. Here, resort-style indulgence blends with the ease of home.

DEVELOPER

trust, with numbers

Developing a New Vision of the Future

[Project] is proudly developed by [Developer], a respected Costa Rican real estate firm with [its transaction volume and square meters developed].

SUSTAINABILITY

a new anchor for a specific buyer

[Project] holds an international green-building certification and a design award, recognizing its commitment to sustainable innovation.

21% energy savings · **28%** water savings · **up to 58%** savings in lighting

LANDING PAGE · AFTER THE REFRESH

WIREFRAME · ANONYMIZED

a direct line to sales, above everything else

Spanish version one click away, written by a native speaker

CONTACT OUR SALES OFFICE DIRECTLY OR REGISTER

ESPAÑOL

[LOGO]

TITLED, BEACHFRONT LIVING IN COSTA RICA

the H1 leads with the strongest differentiator: titled beachfront

urgency + a price anchor before the first scroll

Now under construction

Beachfront condos from $XXX,XXX

SECURE YOURS

2 bedroom residences

XX m² | XXX ft²

3 bedroom residences

XX m² | X,XXX ft²

size per unit type, so buyers can compare at a glance

scarcity right above the form

TOWER 2 CONFIRMED. XX HOMES LEFT.

Discover more & own [Town] Beach!

REGISTER NOW

video beside the form builds trust at the moment of sign-up

benefits, not features: ocean views for every resident, full ownership

LOCK IN BEACHFRONT LIVING

A RARE OPPORTUNITY

Infinite ocean views for every resident

Titled beachfront properties are rare, highly exclusive and extremely valuable. [Project] represents a rare opportunity, as most coastal land in Costa Rica falls under restricted maritime zones, which exclude full ownership.

Each condo is thoughtfully designed to deliver breathtaking, unobstructed ocean and sunset views from your living areas, master bedroom, and of course, your balcony. Secure ownership. Infinite views. No compromises.

location as a benefit: what's close and how far

YOUR GATEWAY TO COSTA RICA'S WONDERS

VIEW ON GOOGLE MAPS

[TOWN] BEACH

A life measured in sunsets & sea breezes

REGISTER NOW

a register CTA after every key section

NATURE · BEACHES · HIKING · SPORT FISHING · ZIPLINING · BIKING · SURF

AMENITIES

Resort-style living every day

REGISTER NOW

new section: sustainability explained in three simple numbers

21% energy savings

28% water savings

up to 58% savings in lighting

new section: who's building it, to build trust

[DEVELOPER]

Developing a new vision of the future

REGISTER NOW