



Investor-State LAWGUIDE

ISLG Website - Content Layouts | Presented by Quietly

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Proposed IA



Focus keyword

ISLG

Investor state dispute, legal research guide

International arbitration

About ISLG

Contact ISLG

n/a

Optional as per UX direction

Title tag

Investor State Law Guide | ISLG

Investor State Dispute Legal Research Guide | ISLG

International Arbitration News | ISLG

About Investor State Law Guide | ISLG

Contact ISLG | Investor State Law Guide

Create an Account | ISLG



Homepage

Focus keyword: ISLG

Title tag: Investor State Law Guide | ISLG

- Value proposition:
- 1 statement about unique selling proposition
 - 2 sentences on high-level benefits / what the product is about
 - Start your trial CTA

Hero image

Video and watch CTA

- Overview of product benefits:
- Summary of 3 - 4 benefits
 - Accompanying product features

- Social proof:
- Sentence / blurb to introduce affiliates
 - Logos of top / priority clients from other legal firms, universities and government organizations to validate product

- Customer testimonials:
- 3 - 4 brief quotes
 - Name of endorser and affiliation for each

Start your trial CTA



Product

Focus keyword: Investor state dispute,
legal research guide

Title tag: Investor State Dispute Legal
Research Guide | ISLG

Title: Benefit-oriented product statement

- Sub-headline about product features below

Product video embed:

- Short description
- Watch CTA

Start your trial CTA

Overview of product features:

- List of product features
- Description / details of feature and accompanying benefits
- Visual examples of each key product feature

Start your trial CTA



News & Events

Focus keyword: International arbitration

Title tag: International Arbitration News |
ISLG

Title: News & Events

This page includes the article / blog roll (dynamically pulled in)

- Each post features:
 - Article headline
 - Image
 - Short description of article
 - Publish date
 - Read more CTA

Title: Events

- Short description to communicate ISLG's involvement in industry leading events
- List of upcoming high-profile conferences that include
 - Name of event
 - Date and location of event

Social media feed (embed of LinkedIn and Twitter)

- Pulls in posts communicating latest documents added to the database

Contact us CTA



About ISLG

Focus keyword: About ISLG

Title tag: About Investor State Law Guide
| ISLG

Title: About ISGL story

- Story of ISLG mission / vision
- How ISLG was founded
- Relationship to Tologix

Contact us CTA

Title: Meet the team (staff profiles)

- Headshots of team members, advisors and editors
- Names of team members, advisors and editors
- ISLG position title
- Affiliations (link out to affiliations)
- Short bio (brief paragraph) - interaction TBD

Client testimonials

- "See what our partners think about ISLG" - type of description
- 2 - 3 client quotes with accompanying names and company

Contact us messaging and CTA



Contact Us

Focus keyword: Contact ISLG

Title tag: Contact ISLG | Investor State
Law Guide

Title: Connect with us today to sign-up

- Short sentence about why and how to contact ISLG

Contact form (+ fields)

- Name
- Email
- Company
- Message
- Submit CTA

ISLG contact details

- ISLG mailing address
- Office hours
- Phone number
- General email
- Morgan's email ("To connect with a rep directly, contact...")

Connect with us CTA linking to LinkedIn and Twitter

Subscribe CTA for newsletter



Sign Up

Focus keyword: Create an Account

Title tag: Create an Account | ISLG

Title: Action-oriented Sign-up CTA headline

- Provide instructions on how to fill out form and how quick it is
- Manage expectations around pricing (hidden and customized)
- Communicate what will happen next (e.g. "We will contact you within 48 hours")

Sign up form (+ fields TBD)

- Name
- Firm / institution
- Email
- City
- Field x
- Field x
- Field x
- Submit CTA / button

High-level overview of product features

Title: Product benefit headline

- Short list of key product features and benefits

Contact us messaging and CTA





Thank you

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