

Website Copy Refresh

AntonSten.com

An independent UX designer based in Sweden, Anton Sten, liked the tone of my site, killianpiraro.com, and asked me to revamp his website copy to add some fun and personality, while still maintaining the right level of professionalism. Anton felt I was particularly suited for this job because of my design knowledge (and because I share his love of dogs).

I did a first pass to pare down the text and express these ideas more concisely while preserving his intended meaning. When you're writing for an online audience and trying to sell yourself, brevity is key. I thought about the overall flow of the site and how best to guide the reader (in theory, a prospective client) from Home to the other important, deal-sealing pages, but then I also “zoomed in” and spent time crafting certain phrases to add a zing of humor or attitude, and, finally, proofread the existing content that wasn't included in this rewrite. I also distributed more of his glowing testimonials throughout the site.

Before

A better user experience

Have you ever wondered why even the best designed, most useful product can fail? Maybe it's because that "perfect product" has a less-than-perfect user experience?

[This is where I come in.](#) I help companies with their products and services by designing experiences that consider the user first. This common sense approach can get you back on track.

Punched up the Home page to add personality and fun: I felt this intro needed more of a hook, and I wanted to include more of the info from the About page so the reader learns a little more about Anton and what he can do for them before being asked to click and move forward.

Links at the bottom direct readers to other important parts of the site to learn more.

After

Has this ever happened to you?

You're struck with a million-dollar idea for a shiny new digital product. You slave for months over it, throw yourself a launch party with signature cocktails, and—it fails miserably.

...or, maybe you're not facing a complete failure, but you're seeing disappointing bounce rates, sagging app usage, or (heaven forbid) complaints from unhappy users.

What happened? you ask. There should be a huge, adoring audience for this product!

There may be one big, 800-pound-gorilla of a missing piece you didn't consider carefully enough: **User Experience.**

This is where I come in.

Hi! I'm Anton, and I make digital products users love 🙋

I help companies design experiences that put the user first. My common sense approach to UX can help you get that stellar product out of the trash bin and into users' daily lives.

My background in both design and business puts me in an ideal position to help you take your digital products from so-so to GREAT.

As your User Experience Lead, I'm not here to make your product just look pretty, I'm here to make it work, by understanding the human element of design, getting to know your brand's audience, and balancing careful attention to design, product planning, crafting copy, and much more.

Great design = Happy users = More money = Everybody wins!

How do you make this magic happen?

I've been refining my methods for two decades.

→ [Read up on my process and what it's like to work with me.](#)

→ [Check out my portfolio of work.](#)

→ [Winning is way more fun than failing. Get in touch and we can get started!](#)

About

Before



I've spent the last 20 years creating digital products (that's a lot of websites). I worked for world-renowned agencies (10 years, won awards, had drinks etc) until I decided that wasn't the life for me. I wanted the freedom of running my own business and the flexibility to do rewarding work. Just like the digital products I create, everything I do is centered around caring for my clients. They know when they contact me, they get the creative professional, the project manager, and the decision maker all at once. This allows me to help my clients find solutions that are exactly what they need without the agency overhead.

I lead projects with a strong focus on delivering the best experience for your users (hence the title user experience lead). This is done through design, product planning, words and much more.

On a personal note

I have the best wife in the world that supports me through all things. She has always been by my side, encouraging me and without her, I wouldn't be able to do what I do. We also have an amazing dog, [Meta](#), that is loyally by my side every day as I work on projects. She's a big part in my life, always there and offering silent critique of what I'm doing. Meta even occasionally deletes my work, which is usually a sign that I'm going in the wrong direction.

People have said that I have an unhealthy love of travel, hotels, fine clothes, coffee, and great hamburgers. I have to agree.

Anton's dog, Meta, is adorable, and I wanted to include more of her, making her almost a part of the package clients get when they hire Anton. This page lets us get to know Anton as a person, but weaves in some key points about what he offers clients in a more seamless way.

After



This is me with the company co-founder, Meta. When she's not napping in the corner of my office, she's silently critiquing my work. Or maybe she's just trying to tell me it's time for a walk.

I've spent the last 20 years creating digital products (yes, that IS a lot of websites). The first decade was spent working for some world-renowned agencies, but I decided that wasn't the life for me. I wanted the freedom of running my own business and the flexibility to do work I found truly rewarding.

Now, my clients get the creative professional, the project manager, and the decision maker all in one, without the agency overhead. And though I'm based outside Malmö, Sweden, I've successfully worked remotely with clients around the world.



This is my office in the lovely city of Lomma, where I live with the most amazing wife in the world. Without her bottomless support and Meta's reminders that it's important to take breaks from work for belly rubs, I wouldn't be able to do what I do. If I'm not here designing intuitive experiences for your users, you can probably find me indulging in some of my great loves: travel, hotels, fine clothes, coffee, and great hamburgers.

Work with Me

Before

What do you mean by when?

I take pride in never missing deadlines. How do I do this? I make sure to respect the project enough to set aside enough time to get it done correctly. I will never give you a date that can't be met. This is a two way street and there are certain items (like content) that I may need from you by a certain date to keep on schedule.

Price

At Fiverr, you can get a logo for \$5 or even less in the dark corners of the internet. Remember, there's always someone willing to do things cheaper. As the saying goes, "if you pay for peanuts, you get monkey work". How much does a product strategy cost? One million dollars..



Ok, that's not true. Before I know what content you currently have, where you want to take your product, what your time frame is, and what your budget is – your guess is as good as mine.

My goal is to bring you the most value for every dollar spent. Sometimes that means that I'll advise you to work with someone who is more junior and could help you get a solid portfolio case. Sometimes I'll talk to your development team and see how we can best bootstrap solutions to lower your costs. What ever the final price is – I know that you'll be happy with the price tag because of the value the project has added to your company.

After

What do you mean by “when”?

I never miss a deadline. No, really. My secret is simple: I respect the project and set aside enough time to get it done correctly. I will never give you a date that can't be met. That's a two-way street, of course; I'll rely on you to give me certain things on time so I can incorporate them into the project.

How much will all this cost?

My goal is to bring you the most value for every dollar. Remember, I'm just a guy who's lucky enough to work for himself; I'm not going to gouge you on fancy client lunches or my employee's retirement plan — [Meta's already retired](#).

Sometimes that means I'll advise you to work with someone who is more junior, or perhaps I'll talk to your development team and see how we can best bootstrap solutions to lower your costs. Whatever the final price is, I know that you'll be satisfied with the value the project has added to your company.

Think of it this way: Working with me is an investment, not an expense.

I felt the pricing text was a little too heavy-handed, and while I like the joke, it doesn't quite land. I aimed to put the focus on the central idea—“This is an investment in your business”—and add a little humor to keep it light but professional. This is a page about his work process, after all.

Work with Me (cont'd)

Before

Working with me is an investment, not an expense.

I encourage you to be as involved as you want to be. No one knows your business better than you and being part of the process will define the next steps your company takes with their digital solution/branding. I am a hardworking guy who dedicates significant time to client projects in equal balance to my personal life. Sure, there are times that I will be unavailable, but that doesn't mean that I am not going to meet our deadlines. I am devoted to making your project exactly what it needs to be to insure success.

To simplify it all, I enjoy working with innovative people – like you – to make great products.

Now, are you ready to get [started](#)?

After

How do I fit into all of this?

Though you're handing me the reins, I encourage you to be as involved in the project as you want to be. No one knows your business better than you, and by being part of the process you'll help define the direction your company takes with its digital solution and branding.

I love working with innovative people to make great products, so let's make this a partnership.

Now, are you ready to get [started](#)?

The original headline seemed to work better on its own, as a central idea; it didn't feel connected with the paragraph below it, so I separated it out (see the previous page) and wrote a more fitting and personable headline.

I also cleaned this paragraph up to make it more concise and to the point.

Projects

Before

Clients

Spotify, Mercedes-Benz, IKEA, Swedbank, Hyper Island, Volvo, Absolut Vodka, Telia, E.ON, Frank Body, ELLE, iZettle, Nudie Jeans and many more.

I've worked with clients from almost every industry imaginable and love facing new challenges. Often I plug into a company's in-house design or product team to help out with design, guidance, and asking/answering the provocative questions. I also been known to work with bootstrapped startups operating from someone's living room. I'm a sucker for crafting great, thoughtful user experiences that provide value to the user.

Below you will see some examples of work I have done for my clients, both large and small. While these may be clients with very specific needs and goals, they all demonstrate how I work in a variety of environments with positive outcomes. So, take a few minutes and look over these and consider how I could use these skills to help you have a great relationship with your users.

I advised him to highlight this long list of impressive brands in a visual way. The paragraphs below it are a good example of tightening up the copy to be more concise and personal.

After

Clients



I've worked with clients from almost every industry, and each one presents new, exciting challenges. With some companies, I've plugged into the in-house design or product team to help out with design, guidance, and asking/answering the provocative questions. But I've also worked with tiny startups operating out of someone's living room.

Large or small, my clients always come with specific needs and goals—not to mention an array of constraints and business requirements that must be fulfilled—and I'm proud of the consistently positive results I've produced in each unique case.