

Homepage Messaging Audit for a DTC Water Filtration Brand

A structural rewrite of a premium brand's homepage, followed by a conversion lift of around 30% the next month

CLIENT	Direct-to-consumer brand selling premium, personalised water filtration systems. Name withheld.
ENGAGEMENT	Website copy audit, page structure and line-level rewrites
RESULT	Conversion rate up approximately 30% in the month after implementation

The brief

The client sells personalised water filtration systems. It's a premium, technically credible product with real proof points: laboratory certification, endorsements from elite athletes and measurable purity results. The website wasn't converting, and the copy was underperforming at every level: in its structure, in its messaging priorities and line by line.

What I found

Before touching any copy, I mapped the argument the homepage was making and where it lost people. The page ran Mission, then Process, then Benefits, then Proof. That order asked visitors to care about the brand before they understood the problem it solves. By the time the certification and the athlete endorsements appeared, most visitors had already left.

The line-level problems followed from that. The tagline said nothing about what the product does. The mission statement was the weakest section on the page but sat in the strongest position. Vague premium language, of the kind that tells visitors a product isn't for everyone, signalled exclusivity when a technically complex product needs to build trust.

What I changed

I reordered the page as Problem, Solution, Proof, Process. It now opens with what contaminants are doing in tap water and follows straight away with the 99.9% removal figure. The athletes make the case next, and only then does the page explain how the system works.

I then rewrote specific lines to close the gap between what the brand was saying and what a buyer needed to hear. One example: a line insisting that water is more than just water became "Because what you drink becomes who you are", which ties water quality to personal outcomes and gives the visitor a reason to care.

The outcome

~30%

The client implemented the structural and copy recommendations. The conversion rate rose by approximately 30% in the following month.