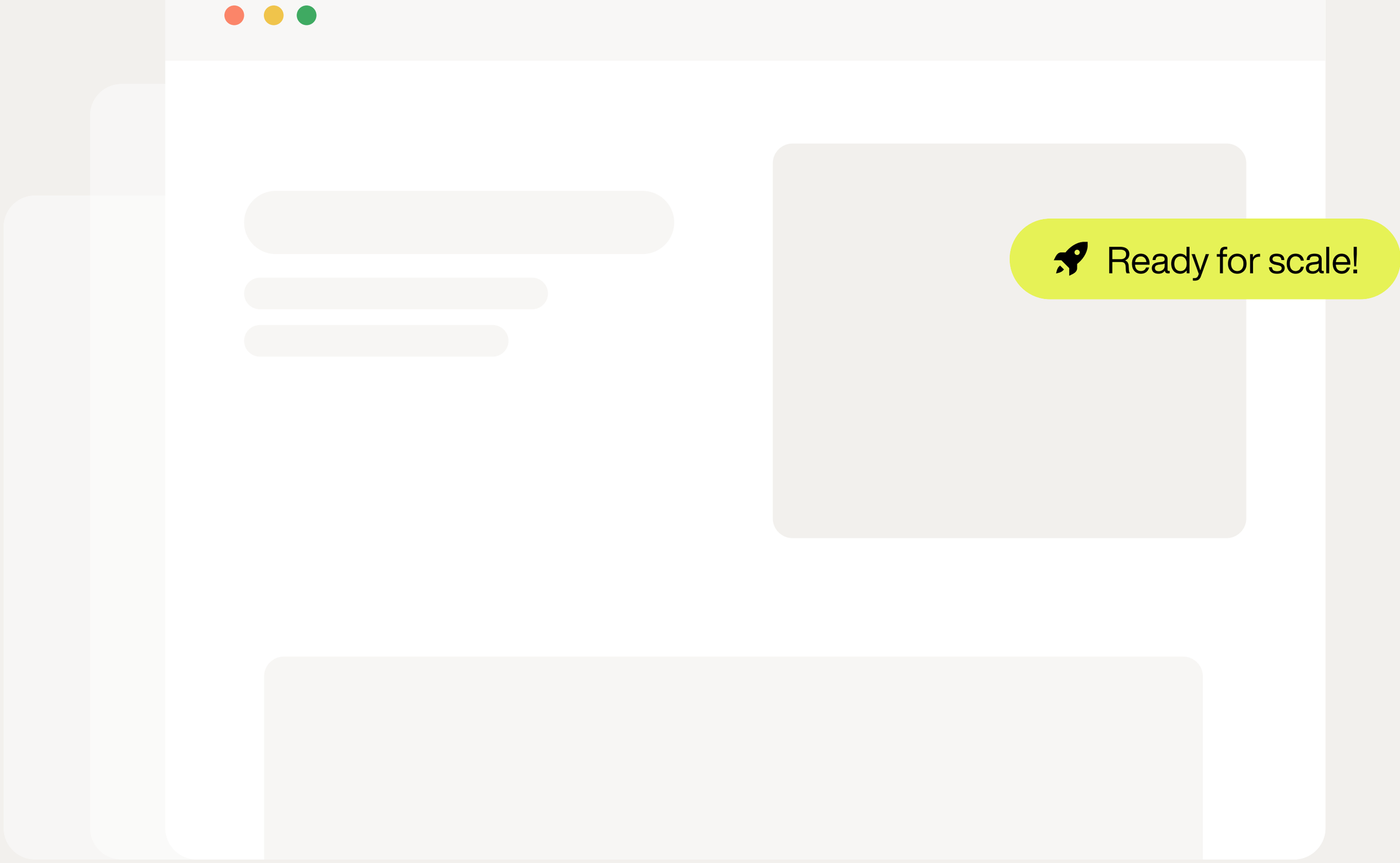
Devolfs®



Startup Website Launch *Playbook*

Why This Playbook Exists

Your website is more than just a digital flyer—it's your first pitch, your first sales call, and your first impression all wrapped into one. In the early stages of building a company, especially pre-revenue, you often won’t have case studies, testimonials, or metrics to show.

What you do have is a story—and your website is where that story comes to life. Whether you're trying to attract your first users, raise funding, or simply explain your product, this guide will help you build a marketing site that converts attention into action.

How to use this guide

To make the most of this guide, keep these questions in mind:

- ? Have I clearly defined what action I want users to take?
- ? Can someone understand what my product does in less than 10 seconds?
- ? Does my design reflect the quality and tone of my product?
- ? Is my site optimized for speed, clarity, and trust?
- ? Am I tracking the right signals to learn and iterate?

> **Pro Tip**
>
> Founders who treat their website like a core product—not a placeholder—earn trust faster

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Define Your Website's Purpose

Before diving into design or content, take time to define your site's job. A website can do many things—but at launch, it should do one thing really well.

Ask yourself

- What is the primary goal of the site? Are you collecting emails, booking demo calls, or just validating interest?
- Who exactly is your ideal visitor? Be specific. "Startups" isn't a persona. "Series A SaaS founders hiring product managers" is.
- What's your one-sentence pitch? If you had only 10 seconds of someone's attention, what would you say?

These answers will influence your layout, copy, and CTAs.

Pro Tip

Print your one-liner and stick it above your monitor. Everything on the site should reinforce it.

Essential Pages to Launch With

Early-stage founders often feel pressure to build everything at once. Don’t. Most great startup websites begin with just 3–5 simple pages:

Homepage

Explain who you are, what you solve, and what users should do next

Product or Features

Highlight your core benefits and how they map to user needs

About or Team

Humanize your startup with a short mission + founder photos (optional but powerful)

Pricing

Even if it’s “Coming Soon,” show transparency

Contact / Waitlist / CTA Page

This is where the conversion happens—make it count

One CTA, used consistently across pages, is better than three competing ones.

Pro Tip

If your CTA is “Join Waitlist,” don’t bury it at the bottom. Make it visible above the fold and on every scroll section.

Homepage Blueprint: The Winning Formula

Your homepage should follow a clear narrative: who you are, what you do, how it works, and why it matters. Think of it as a pitch deck spread down a scroll.

Above the Fold:

- A clear, outcome-driven headline: “Automate onboarding for your sales team”
- Subtext explaining the user benefit
- A visual (screenshot, animation, or mockup)
- Primary CTA: e.g., “Join the beta” or “Book a demo”

These answers will influence your layout, copy, and CTAs.

Mid-page Content:

- Feature highlights (3–4 key benefits)
- How it works (use icons or a 3-step visual)
- Social proof (logos, testimonials, or review badges)

Footer:

- Quick links, social icons, and a final CTA

Pro Tip

If your product is still in development, show concept mockups to help visitors visualize the future.

Visual & Brand Design Tips

Design doesn’t need to be expensive to be effective—it needs to be intentional. Even minimal, well-aligned visuals can establish credibility.

Typography

Choose one clean heading font and one for body text (Inter, DM Sans, or Work Sans are great)

Color palette

Stick to 2 main colors (brand + neutral) and one bright accent for CTAs

Spacing

Whitespace is your friend. Let elements breathe.

Imagery

Avoid generic stock photos. Use product visuals, custom icons, or even sketche

Brand visuals should reflect your product's personality. Playful? Serious? Cutting-edge? Make sure fonts, icons, and layout align with that voice.

Pro Tip

Design your site like you’d design your product interface—consistent, intuitive, and goal-oriented.

Tool Stack Recommendations

No-code and low-code tools make it easier than ever to launch a polished site without a full dev team.

Design

Figma – wireframe, prototype, and collaborate on page layouts

Build

Webflow (great for CMS + animations), Framer (for speed + aesthetics), or Next.js (for dev-led teams)

Forms

Tally or Typeform for beta signups or feedback

Analytics

Google Analytics for traffic + Hotjar or Microsoft Clarity for behavior tracking

Pro Tip

Build your site with scalability in mind. You'll want to add blog, case studies, or product updates later.

Pre-Launch QA Checklist

Before launch, go through this checklist to ensure your site feels polished and professional:

- [ ] All links and buttons are functional
- [ ] Site displays correctly on mobile, tablet, and desktop
- [ ] Primary CTA is visible on every page
- [ ] No typos, broken grammar, or placeholder text
- [ ] Page titles, meta descriptions, and OG images are set
- [ ] Favicon is uploaded

Bonus tips

- Create a simple "thank-you" or confirmation page after form submissions
- Use Loom or Descript for a 30-second homepage walkthrough video
- Run speed tests with PageSpeed Insights or GTmetrix
- Add subtle animations or microinteractions for delight

Pro Tip

Preview the site on your phone and have a friend test it. What seems clear to you might not be to others.

What Happens After Launch?

A website launch is just the beginning. The moment you go live, you start learning.

Next steps:

- Share it with your network (LinkedIn, indie hacker groups, newsletters)
- Track user behavior (which sections do people scroll, click, or bounce?)
- Collect feedback via embedded forms or chat tools (Intercom, Crisp)
- Iterate quickly. Update copy, visuals, and CTAs based on real usage

The best startup websites aren't static—they evolve as the product evolves.

Pro Tip

Create a monthly "Site Check" calendar reminder to refresh testimonials, update screenshots, and improve messaging.

Final Word from Devolfs

Your site is your first impression—and in many cases, your only one. That's why we approach every website as both a design system and a conversion tool. Whether you're launching a beta, raising capital, or just getting your first users, great design doesn't just impress—it converts.

At Devolfs, we specialize in working with startups to build fast, clear, high-impact websites that grow with your product.

Explore our free templates or book a consult → devolfs.com

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