Clarification / more details on content

1. Navigation bar / Top menu
   * Features
   * Integrations
   * Pricing
   * About Us
   * Start Free Trial
2. Hero Section

Headline: Procurement made easy, budgets made better.

Subheadline: Replace overspending and manual errors with automated approvals and real-time budget tracking, giving you full control.

CTA: Start Free Trial

Illustration example: A hero image showing a dashboard interface or system in use by a team.

1. Social proof

Logos and (?) review sites. Part of this can also be integrated into the hero section.

1. Problem / Solution / Value proposition

I foresee a section that describes the following. Below is an example but feel free to adjust content/section here. Today’s problem section is negative so we want to keep this section more positive.

Problem Section (Brief):

"Struggling with overspending, delayed approvals, and lack of visibility in your procurement process?"

Solution Section (3 Main Solutions): Highlight three key solutions that CostTracker offers to solve common pain points:

Automated Purchase Approvals

Text: "Speed up decision-making and reduce errors with flexible, automated approval workflows."

Illustration: A visual of a streamlined approval chain with green checkmarks showing how documents move from one step to the next automatically.

Real-Time Budget Tracking

Text: "Stay on budget with real-time tracking and prevent unapproved spending before it happens."

Illustration: A dynamic bar chart or dashboard displaying live budget data, showing how much of the budget has been spent versus remaining.

Full Visibility and Control

Text: "Get complete visibility into your procurement processes with detailed audit trails, customizable reports, and data transparency."

Illustration: A magnifying glass over a procurement process flow, highlighting audit trails and comprehensive reporting in action.

Value Proposition (Closing Statement):

"CostTracker simplifies your procurement process, eliminates costly errors, and ensures your team has the data they need to make smart decisions, fast."

1. Main features

We can highlight the following features on how we deliver the values:

**Pre-defined Purchase Templates**: "Accelerate procurement and improve supplier relationships with ready-made purchase order templates."

**Automated Approval Workflows**: "Flexible approval chains ensure faster decision-making and fewer errors."

**Real-Time Budget Tracking**: "Monitor spending in real-time and prevent unapproved purchases."

**Full Visibility & Audit Trails**: "Keep everyone in the loop with clear audit trails and full data transparency."

**Automated AP Processing** - Eliminate manual errors with automated accounts payable processing, from invoice capture to payment scheduling.

**Cash Flow Forecasting -** Accurately predict future cash flow based on current procurement data, ensuring you can manage liquidity effectively

CTA – More features

1. Integrations

Use stand-alone or seamlessly integrate with your existing accounting system.

Highlight following accounting systems:

* Xero
* Quickbooks Online
* Sage Accounting
* 24SevenOffice
* PowerOffice Go
* Tripletex

CTA – Read about our integration

1. Pricing

Transparent pricing with full support and no hidden costs

We offer flexible pricing plans that grow with your business. All plans include **onboarding, full support**, and **a dedicated success manager**—with **no hidden fees**.

Graphics – Pricing table.

**Additional Benefits Across All Plans:**

* **No Hidden Costs:** "All features are included, and there are no surprise fees."
* **Onboarding Included:** "Comprehensive onboarding to ensure a smooth and easy setup."
* **Full Support:** "Unlimited customer support with access to a dedicated success manager to guide you through every step."

**Money-Back Guarantee:**

* "Not happy within the first 3 months? We offer a **full money-back guarantee** with no questions asked, ensuring complete satisfaction."

1. Secure and scalable

**Text (3 Security Pillars):**

1. **Hosted at AWS:** "Our infrastructure is hosted at Amazon Web Services (AWS), ensuring maximum reliability and security."
2. **Secure Storage and Backup:** "Your data is protected with encrypted backups and multiple redundancies to prevent loss."
3. **Secure Login:** "We offer secure login protocols, including multi-factor authentication, to keep your account safe from unauthorized access."
4. Testimonials

Use existing testimonals for design

1. FAQs

Use existing FAQs as example.

1. Main CTA section

**Headline:** "Start Saving Time and Money Today!"

**Subheadline:** "Take control of your procurement process with automated workflows and real-time tracking."

**CTA Buttons:**

* + "Start Free Trial"
  + "Book a Demo"

**Illustration:**

A clean, professional CTA section with large, prominent buttons, and an image of users celebrating or a business professional with a **tablet** showing success metrics on a CostTracker dashboard.