**CLOO — WEBSITE DESIGN SUMMARY**

**PPC & SEO–Focused App Install Landing Pages**

**1. PROJECT PURPOSE**

Design a **minimal set of conversion-focused landing pages** whose **sole objective** is to drive app installs via the Apple App Store and Google Play.

The website must support **paid advertising (PPC)** and **search visibility (SEO)**.  
Design decisions must prioritise **clarity, relevance, and conversion** over branding or editorial storytelling.

**2. PRIMARY CONVERSION RULES (GLOBAL)**

* **Single conversion:** App install (App Store / Google Play)
* No intermediate download pages
* No competing CTAs (no forms, newsletters, or secondary actions)
* Mobile-first design
* App store CTAs:
  + Visible above the fold
  + Repeated throughout pages
* All copy provided is **placeholder / intent guidance**
* Designer must **not invent marketing copy, slogans, or SEO text**

**3. DESIGN SCOPE (INCLUDED)**

Only the following pages are in scope and must be PPC- and SEO-aware.

**3.1 Primary App Landing Page (Homepage)**

**Purpose**

* Convert cold traffic into app installs
* Act as the main PPC landing page

**Key Requirements**

* Immediate explanation of the experience in familiar terms
* Novelty introduced only after clarity
* CTAs visible above the fold and repeated
* Clean, directive layout focused on conversion

**3.2 Location-Specific Landing Page Template**

**Example URLs**

* /locations/bristol
* /locations/bath
* /locations/cardiff

**Purpose**

* Capture location-based search intent
* Serve as primary PPC workhorse pages

**Key Requirements**

* City name clearly visible in headline
* Clear explanation of the activity in that city
* Aggregation of available experiences
* Direct app install CTAs throughout
* Implemented as a **reusable WordPress template**

**4. PAGE CONTENT STRUCTURE (PLACEHOLDER LEVEL)**

**Homepage Sections**

* Hero (what it is, how it’s experienced, app CTAs)
* Value / benefits (what users do, social and outdoor aspects)
* Light “How it works” (4 simple steps)
* What makes it different (layered novelty)
* Trust / reassurance
* Final CTA

**Location Page Sections**

* Location hero (city + activity)
* Activities available in the city
* Why this works well in the city
* Comparison vs escape rooms / activities
* Practical details (duration, group size, walking level, requirements)
* Final location-reinforced CTA

**5. OUT OF SCOPE (NOT TO BE DESIGNED)**

The following will be added later using standard WordPress templates:

* Game-specific deep pages
* Blog / editorial content
* Long-form “How it works”
* Pricing
* FAQ
* About
* Contact
* Legal pages (Privacy Policy, Terms)

**6. COPY HANDLING**

* All text supplied is **placeholder / intent-locking copy**
* Placeholders define:
  + Message hierarchy
  + User intent
  + PPC / SEO relevance
* The designer must **not** create:
  + Marketing slogans
  + Taglines
  + Brand messaging
  + SEO copy
* Final wording will be written and iterated post-launch based on performance data

**7. PLAYER CONTEXT (FOR DESIGN REFERENCE ONLY)**

Cloo is an app-based outdoor group game that turns a city into the playing field. Players download the app, choose an experience, and play with friends by walking between real locations while following a story delivered through the app.

It is similar in spirit to an escape room or city treasure hunt, but takes place across real streets and landmarks, without a physical host, special equipment, or fixed time slot.

This context informs **visual tone and layout only** and must not be used as final marketing copy.

**8. VISUAL IDENTITY & BRAND CONSTRAINTS**

* All designs must strictly follow:
  + The provided visual identity document
  + The provided logo
* Colours, typography, spacing, and layout must align with brand guidelines
* No alternative styles or reinterpretations without written approval
* Logo must not be redrawn, restyled, or altered

**9. DESIGN & UX PRINCIPLES**

* Mobile-first is mandatory
* Layouts must be:
  + Clean
  + Directive
  + Conversion-focused
* Visual hierarchy must prioritise:
  + Understanding what the experience is
  + Understanding where it can be played
  + Downloading the app
* Editorial or narrative-heavy layouts are discouraged

**10. TECHNICAL REQUIREMENTS**

* Implemented in WordPress
* Lightweight, fast-loading, and maintainable
* Avoid proprietary or custom builders that limit future iteration
* Location template must be reusable without designer involvement

**11. DELIVERABLES**

* Homepage design (desktop + mobile)
* Location landing page template (desktop + mobile)
* WordPress implementation
* Use of:
  + Provided visual identity
  + Approved logo
  + Supplied screenshots or placeholders

**12. ACCEPTANCE CRITERIA**

Design is accepted if:

* App install CTAs are visible above the fold on mobile
* The experience is understandable within 5 seconds
* No competing conversion actions exist
* Location relevance is clear on location pages
* Pages are ready for PPC traffic without structural changes

**13. SUMMARY**

The objective is to deliver a **minimal, scalable, PPC- and SEO-ready website foundation** that prioritises app installs and supports future growth **without requiring redesign**.