



# Flow-Tech Home Landing Page Recommendations

*A simple page structure for educating homeowners, building trust, and generating interest.*

Use the layout below as a starting point. Keep the page focused on one product, use clear language, and make it easy for homeowners to contact your company.

## Recommended landing page structure

- **1. Hero section:** Lead with a clear homeowner benefit, a short explanation of Flow-Tech, and one strong button such as “Schedule a Consultation” or “Request an Estimate.”
- **2. The hard-water problem:** Briefly explain how scale affects pipes, fixtures, water heaters, and water-using appliances.
- **3. How Flow-Tech works:** State that Flow-Tech does not remove calcium and magnesium. It renders hardness minerals harmless, prevents new scale, and removes existing scale buildup.
- **4. Key benefits:** Highlight whole-home protection, no salt, no chemicals, no replacement filters, and no routine maintenance.
- **5. Flow-Tech video:** Embed the official video near the “How It Works” section so homeowners can quickly understand the technology.
- **6. Your real installation photos:** Add photos of your technicians, completed installations, and the product installed in local homes. Real photos build more trust than generic stock images.
- **7. FAQs and final call to action:** Answer common questions, then repeat your phone number, form, and scheduling button at the bottom of the page.

## Content recommendations

### Use direct, accurate messaging

- “Prevents new scale buildup.”
- “Removes existing scale buildup.”
- “Renders hardness minerals harmless.”
- “Keeps calcium and magnesium in the water.”

### Make the page feel local

- Use your company logo and brand colors.
- Feature your own technicians and installation photos.
- Mention the cities or service area you cover.
- Include reviews, credentials, and an easy contact form.

## Suggested hero copy

### Protect Your Home from Scale Buildup

Flow-Tech Home prevents new scale, removes existing scale buildup, and renders hardness minerals harmless - without salt, chemicals, or ongoing maintenance.

**[Schedule a Consultation]**

**Questions about implementing the content? Contact the office (615) 866-6100**

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