

# SAFELY DEPOSIT - HOMEPAGE

## Home Page Goals:

- Increase account subscription sales
- Lead generation
- Educate and Communicate - explain how Safely Deposit Works

## Home Page Sections:

### SECTION 1: Header/Hero + sub copy + CTA

Elevator pitch/tagline. Sub copy should explain/include their value proposition, while convincing customers they need Safely.

### SECTION 2: Why store documents. What documents you can store.

Why storing documents digitally is important. Include facts/figures. List of documents you can store with Safely.

### SECTION 3: Top 3 USPs

Top 3 benefits/features/USPs of Safely, ie. what places them ahead and apart from competitors. 1) Easy to use + setup, exceptional customer service (service, not product), 2) Beneficiary Management, 3) Chain of custody

### SECTION 4: How it works

Step by step process; Short overview of major use case, literal description

- 1) Sign up for personal plan
- 2) Receive tailored/recommended checklist
- 3) Upload relevant documents
- 4) Access Safely account and manage documents

### SECTION 5: Who it's for & Plans

Target customers and what each one may need to store, plus benefits to each/why that particular profile should use Safely, CTA link to detailed plans

- 1) Families: prepare for emergency, parents can store and access children and spouse documents, no need for home filing, safer storage than at home
- 2) Individuals: personal and professional organization
- 3) Businesses: centralized storage, categorised and easily accessible, shareable, updated

### SECTION 6: Final CTA

High-level sentence why they absolutely cannot miss out on Safely

SECTION 1: Header/Hero + sub copy + CTA

# Act Safely, Store Safely.

Your valuable documents deserve more than a deposit box. Benefit from the ultimate safety storage powerhouse, with Safely Deposit.

Open Safely

Explore Deposit Plans

{ Supporting Graphic/Illustration: Representing the inconvenience of physical filing replaced with digital/Safely? Screenshot of what Safely looks like when the user is uploading documents, looking happy? }

SECTION 2: Why store documents. What documents you can store.

One in four Americans have lost or forgotten a financial document.  
Only 40 percent can locate important documents when needed.

## Store, Access, and Manage your Documents - Safely.

### Personal:

- Birth Certificates
- Marriage Licenses
- Social Security Cards
- Property Deeds
- Passports
- Wills

### Administration:

- Receipts
- Bank statements
- Client Information
- Professional Files
- Financial Records
- Medical Documents

[Start Storing](#)

### SECTION 3: Top 3 USPs/features

Safely Deposit's complete package allows you to benefit from a range of services:

 <p><b>Convenience</b></p> <p>Safety Deposits are easy to setup and use. Skip the hassle of a bank safety box, and enjoy exceptional, on-demand customer service.</p>	 <p><b>Beneficiary Management</b></p> <p>Share documents with beneficiaries, track life events and eligibility, record data, and make beneficiary designations.</p>	 <p><b>Chain of Custody</b></p> <p>Keep track of all changes in the seizure, custody, control, transfer, and disposition of valuable documents.</p>
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### SECTION 4: How it works

## How it works

 <p><b>1. Personal Plan</b></p> <p>Create an account, and subscribe for a personal safety deposit plan.</p>	 <p><b>2. Checklist</b></p> <p>Receive a checklist of recommended documents, tailored to your priorities.</p>	 <p><b>3. Upload</b></p> <p>Upload all selected and relevant documents to your account.</p>	 <p><b>4. Access &amp; Manage</b></p> <p>Benefit from constant access to all documents, as well as vault storage options for original copies.</p>
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[Create your Plan](#)

### SECTION 5: Who it's for & Plans

A repository of value, for long-term and regular needs.

## Families

- Prepare for emergencies
- Avoid costs of lost documents
- Access identity papers quickly and easily
- Protect your family

## Professionals

- Stay organized and empowered
- Provide the best service to clients
- Instant, efficient access
- Easily searchable

[Explore Pricing](#)

### SECTION 6: Final CTA

Stay ahead of the document curve, with a modern approach to digital and physical filing.

Open a Safely Deposit today.

[Open Safely](#)

[Explore Deposit Plans](#)

[How It Works](#) [FAQ](#) [Login](#) [What to Store](#) [Blog](#) [About](#) [For Business, Privacy](#)