

WEBSITE COPYWRITING PORTFOLIO

Cesium

Website strategy & copywriting | Executive search

Starting with leadership problems - not a list of recruitment services.

THE BRIEF	Develop a homepage structure and messaging approach for an executive-search and talent consultancy operating globally in the drinks sector.
MY ROLE	Homepage information architecture, positioning, problem-led messaging, service framing, lead-magnet concept and consultation CTA.
AUDIENCE	CEOs, MDs and HR leaders at growth-focused challenger brands in the global drinks category.
APPROACH	Lead with business and leadership problems, introduce a distinctive process, provide separate HR-focused entry points, then support the proposition with success stories, services and lower-risk conversion routes.

PORTFOLIO NOTE

This PDF contains selected extracts from a larger website copywriting project. The extracts have been chosen to demonstrate the approach, structure and style of the copy without reproducing the complete project.

B2B	Executive search	Senior audience	Strategy
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01 / A SENIOR, BUSINESS-LED PROPOSITION

A senior, business-led proposition

The opening positions Cesium as a talent partner whose value is business performance, not simply filling vacancies.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Introducing An Authentic, Proven and Insightful Headhunting Service, That Provides The Leadership and Rigour Needed To Find The Talent That Fits...

Operating globally within the drinks category, we typically partner with CEOs, MDs and HR leaders of growth-focused challenger brands. We develop and build world-class teams, and our business-led approach has successfully delivered over 98% of all mandates in the last 13 years.

What's Troubling You Right Now?

- Struggling to hit the numbers you need?
- Can't find thinking space for strategic planning?
- Is the leadership pipeline in place to future-proof your organisation?
- Finding it difficult to identify, hire and onboard a key, board-level individual?

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

The page begins with the prospect's leadership challenges rather than the consultancy's internal service categories.

02 / PROBLEM-LED PATHWAYS

Problem-led pathways

Each issue is designed as an entry point into deeper content, allowing senior visitors to self-select according to the problem they recognise.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Are Your Team Under-Performing, And Unable To Hit The Numbers You Need?

Introducing Our 7-Step 'TALENT COMPASS' Process... Discover WHY things aren't improving, when the real issues are usually hidden beneath the surface - Here's how it works >>

How HR Leaders Can Thrive In Difficult Times...

- Unsure whether you've made the right hires, or worrying if they'll stay with you?
- Are some Headhunting consultancies arrogant and inflexible?
- High attrition rate, burnout, and low general morale causing concern?
- Need to assess the capability of your internal board and SLT to start building a succession plan?

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

Scannable questions make a broad talent proposition feel immediately relevant to different senior stakeholders.

03 / SERVICES, AUTHORITY AND CONVERSION

Services, authority and conversion

After establishing relevance, the page moves into services and two lower-friction ways to continue the conversation.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Our Services

Executive Search | Leadership Development & Coaching | Talent Assessment & Succession Planning | Talent Pipelining & Market Mapping | Board Advisory

Executive Search

We work with global drinks industry Boards, CEOs and Senior HR leaders to support their talent needs...

Leadership Development & Coaching

Underpinned by Discovery Insights tools, we help grow, reward and retain Leaders critical to the business...

How Do I Find The Ideal Headhunting and Talent Consultancy For My Needs?

Download your copy of our free Whitepaper: 'The 5 Limitations of Executive Search, And How Elite-Level Headhunting Can Deliver The Hidden Talent No-one Else Knows Exists'

Would We Be A Good Fit?

Book a free 20-minute chat, and let's see if I can help... We can talk through your situation and we'll ask you some important questions to really understand your challenges.

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

The whitepaper serves research-stage visitors while the consultation CTA gives higher-intent prospects a direct next step.