

AttestPath SOC 2 Landing Page — Design Brief

1. Objective

Design a premium, high-converting landing page for **AttestPath SOC 2**.

The primary goal is to generate qualified demo requests from users who are actively exploring or preparing for a SOC 2 audit.

Primary conversion

Request a SOC 2 Demo

Lead form

The initial form should collect only:

- First Name
- Last Name
- Work Email
- Job Title

Keep the conversion friction low. Additional qualification can happen after the initial lead submission.

2. Target Audience

The primary audience is B2B decision-makers responsible for security, compliance, technology, or business operations.

Examples:

- Founders / CEOs
- CTOs
- CISOs
- Security leaders
- Compliance leaders
- Engineering leaders
- Operations leaders

They are likely looking for SOC 2 because:

- A customer or prospect is asking for SOC 2
- They need to become audit-ready

- Their existing compliance process is manual
- They don't want to build a large compliance team
- They need to achieve readiness quickly
- They want to continuously maintain compliance after the audit

The visitor may arrive from a paid SOC 2 advertisement, so the value proposition must be immediately clear.

3. Core Message

The central idea of the page should be:

SOC 2 doesn't have to become a second full-time job.

AttestPath helps automate the work behind SOC 2 using AI-powered compliance agents.

The page should communicate:

Less manual work → Faster audit readiness → Continuous compliance

The key differentiation is that AttestPath should feel like an **AI compliance workforce**, not simply an AI chatbot or another compliance dashboard.

4. Overall Design Direction

Create a visual experience that feels:

- Premium
- Modern
- Enterprise-grade
- Trustworthy
- Intelligent
- Clean
- Sophisticated
- Technological
- Conversion-focused

The visual quality should be comparable to leading modern B2B SaaS companies.

However, AttestPath should retain its own identity.

Avoid

- Generic AI visuals

- Robot imagery
- Glowing brains
- Random neural networks
- Excessive neon
- Cybersecurity clichés
- Overuse of 3D
- Excessive glassmorphism
- Excessive particles
- Flashy/gimmicky animations

The design should feel **expensive and credible rather than flashy**.

5. Brand Guidelines

The existing AttestPath brand should remain recognizable.

Color

Maintain the existing AttestPath color palette.

Do not introduce a completely new color system.

Subtle variations of existing colors may be used for:

- Gradients
- Shadows
- Hover states
- Transparency
- Motion graphics
- Background effects

Typography

Maintain the existing brand typography wherever possible.

Typography should have a strong hierarchy:

Headline → Supporting message → Section heading → Body → Labels → CTA

6. Landing Page Journey

The page should tell a clear story:

SOC 2 is difficult
↓
Too much manual work
↓
AttestPath automates the work
↓
AI agents handle compliance tasks
↓
Evidence + policies + controls stay organized
↓
Your company becomes audit-ready
↓
Request a Demo

The visitor should feel progressively more confident as they scroll.

7. HERO SECTION

The hero is the most important conversion area.

Create a two-column layout.

Left side

Eyebrow:

SOC 2 COMPLIANCE

Primary headline:

Get SOC 2 Audit-Ready in Half the Time

Supporting message should communicate that AttestPath automates:

- Gap assessment
- Policy creation
- Evidence collection
- Continuous monitoring

using AI-powered compliance agents.

Below the copy, use 3 concise benefit indicators:

Less manual work

Faster audit readiness

AI-powered compliance

Right side

Place the lead-generation form prominently.

Form heading:

Ready to start your SOC 2 journey?

Fields:

First Name

Last Name

Work Email

Job Title

Primary CTA:

Request a SOC 2 Demo

The form should visually feel like an integral part of the hero rather than a generic embedded form.

8. HERO VISUAL CONCEPT

The hero visual should reinforce the concept of an **AI compliance workforce**.

Instead of a generic AI illustration, visualize:

```
Policy
Evidence
Controls
Monitoring
Audit
  ↓
AI Compliance Agent
```

↓
Organized / Verified / Ready

The visual should be subtle enough that the form and headline remain the primary focus.

Motion can be used here, but keep it restrained.

9. TRUST STRIP

Immediately after the hero, introduce credibility.

The user should quickly think:

"This is a serious compliance platform."

Use verified AttestPath trust signals and supported compliance frameworks.

Potential visual treatment:

SOC 2 · ISO 27001 · ISO 42001 · HIPAA · GDPR

Only use certifications/frameworks and claims that are currently verified on the AttestPath website.

10. PROBLEM SECTION

Headline

SOC 2 shouldn't become a second full-time job.

Show the major sources of manual workload.

Create four visually distinct cards:

Manual Evidence Collection

Gathering screenshots, documents and records from multiple systems.

Policy Work

Creating and maintaining the policies required for compliance.

Compliance Gaps

Identifying missing controls and evidence before the audit.

Continuous Monitoring

Keeping compliance requirements and controls current.

Visual direction

Initially make these elements feel slightly disconnected or overwhelming.

As the user scrolls, transition them into a single organized system.

This creates the first major visual storytelling moment:

Manual chaos → automated compliance

11. "THE TRANSFORMATION" ANIMATION

This should be one of the signature moments of the landing page.

Visualize:

Policies
Evidence
Controls
Risk
Monitoring

↓

ATTESTPATH

↓

AI COMPLIANCE AGENTS

↓

Organized
Automated
Audit Ready

The animation should communicate that AttestPath takes scattered compliance tasks and turns them into an organized workflow.

This is more important than decorative animation.

12. HOW IT WORKS

Headline

From SOC 2 Starting Point to Audit Ready

Use a four-step visual journey:

01 — ASSESS

Identify compliance gaps and requirements.

02 — BUILD

Create policies and controls.

03 — COLLECT

Gather and map evidence.

04 — AUDIT READY

Organize the compliance program for the audit.

Use a connected timeline.

Motion

As the user scrolls:

ASSESS → BUILD → COLLECT → AUDIT READY

The connecting line should progressively animate.

Each stage should reveal its associated visual.

On mobile, convert this into a vertical timeline.

13. AI COMPLIANCE WORKFORCE

This should be a major visual centerpiece.

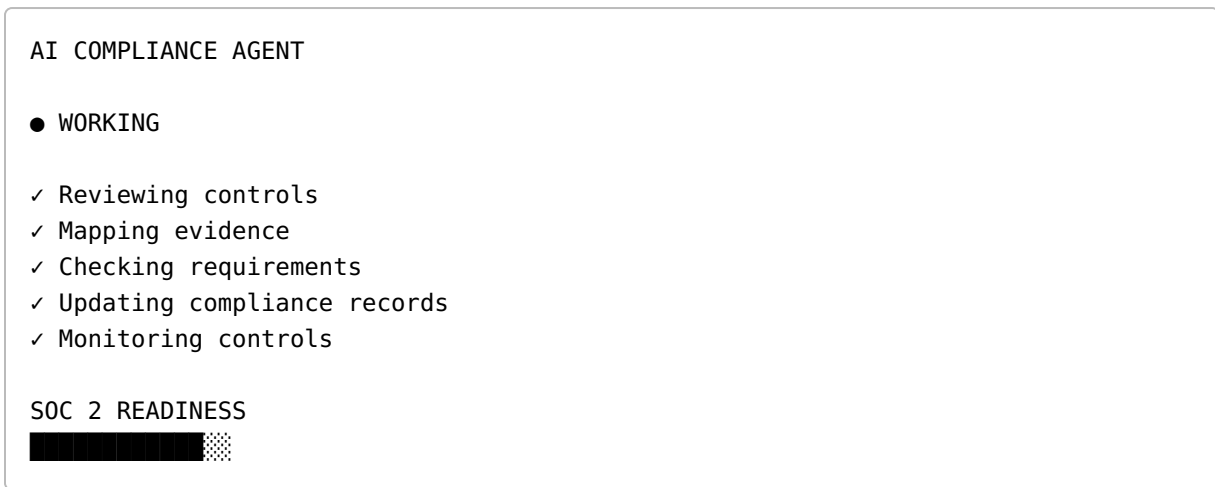
Headline

Your AI Compliance Workforce

The page should make it clear that AttestPath isn't simply providing an AI chat interface.

Visualize an AI compliance agent performing actual tasks.

Example interface:



This can be an animated product-style interface.

The purpose is to make the concept tangible.

14. SHOW THE ACTUAL WORK

Create three large visual stories.

A. AI POLICY GENERATION

Visual:



```
Access Control
  ↓
AI Agent
  ↓
Policy Generated
  ↓
Ready for Review ✓
```

B. AI EVIDENCE COLLECTION

Visualize connected systems feeding evidence into AttestPath.

```
GitHub
AWS
Google Cloud
Other connected systems

  ↓

  AI AGENT

  ↓

Evidence mapped ✓
```

Only show integrations that are actually supported.

C. CONTINUOUS MONITORING

Show a live compliance status interface.

Example:

```
COMPLIANCE MONITORING

Access Controls      ✓
Encryption           ✓
Backups              ✓
Monitoring           ✓
Vendor Risk          ✓
```

The interface should subtly update to communicate that compliance is continuously monitored.

15. OUTCOME SECTION

Move the story from features to business impact.

Headline

Spend Less Time on Compliance. Spend More Time Growing.

Use verified AttestPath statistics.

Where appropriate, display large numbers with subtle animation.

For example, if current verified claims support them:

70%

24/7

100+

Do not invent or exaggerate statistics.

The numbers should be secondary to the message, not the entire design.

16. CUSTOMER PROOF

Create a strong customer-success section.

Use verified AttestPath customer stories.

One particularly compelling existing result is:

3 WEEKS

SOC 2 Type I

and:

<20 HOURS

Internal effort

If these claims remain on the current AttestPath customer story, use them prominently.

The design should make the outcome immediately scannable.

Potential visual:

```
graph TD; START --> Assessment; Assessment --> Policies; Policies --> Evidence; Evidence --> Controls; Controls --> AUDIT; AUDIT --> SOC2[SOC 2 ✓];
```

Follow this with the existing customer quote.

Do not rewrite customer quotes.

17. WHY ATTESTPATH

Keep this section concise.

Create four benefits:

AI-Powered

Automate repetitive compliance work.

SOC 2 Focused

Purpose-built workflows for SOC 2 readiness.

Continuous Monitoring

Keep compliance moving beyond the initial audit.

Expert Support

Human expertise when needed.

The design should be simple and confident.

18. FAQ

Use an accordion.

Potential questions:

1. How long does SOC 2 take?
2. What's the difference between SOC 2 Type I and Type II?
3. Does AttestPath perform the actual audit?
4. What systems can AttestPath connect to?
5. Do I need a dedicated compliance team?
6. What happens after I request a demo?

Answers should use verified AttestPath information.

19. FINAL CTA

End with a strong conversion section.

Headline

Ready to Make SOC 2 Easier?

Supporting message:

See how AttestPath can automate the work behind your SOC 2 journey.

CTA:

Request a SOC 2 Demo

Repeat the same four-field form:

- First Name
- Last Name
- Work Email
- Job Title

Keep the experience consistent with the hero.

20. FORM EXPERIENCE

The form should feel premium and extremely easy to complete.

Required fields

First Name

Last Name

Work Email

Job Title

CTA

Request a SOC 2 Demo

Interaction

On focus:

- Clear visual indication
- Subtle transition

On submission:

Requesting Demo...

On success:

Demo Request Received ✓

On error:

Provide clear inline feedback without destroying entered information.

21. MOTION DESIGN SYSTEM

Motion is a major part of this redesign.

However:

Motion should explain, not decorate.

Use motion for:

- Section entrances
- Workflow progression
- Evidence flowing into the platform
- AI agent activity
- Timeline progression
- Number counters
- Card interactions
- UI state changes
- Subtle parallax
- SVG line animations
- Scroll-based storytelling

Avoid constant movement.

The ideal balance is approximately:

70% clean/static design + 30% motion

The page should still look beautiful if animations are disabled.

22. SIGNATURE MOTION MOMENTS

Prioritize quality over quantity.

The page should have 4–5 memorable motion moments:

Moment 1

Hero AI compliance activity.

Moment 2

Manual compliance chaos transforming into organized AI automation.

Moment 3

SOC 2 workflow timeline progressively completing.

Moment 4

AI agent performing actual compliance tasks.

Moment 5

Compliance journey ending at:

AUDIT READY ✓

These should feel connected as one visual story.

23. MOBILE EXPERIENCE

Mobile should not simply be a stacked version of desktop.

Reconsider the visual hierarchy for mobile.

Priorities:

1. Headline
2. Value proposition
3. Form
4. Trust
5. Problem
6. Solution
7. Proof
8. CTA

Ensure:

- No horizontal scrolling
- No overlapping animations
- Comfortable form fields
- Large tap targets
- Readable typography
- Smooth but reduced motion

- Fast loading
-

24. ACCESSIBILITY

Ensure:

- Strong contrast
- Proper heading hierarchy
- Accessible form labels
- Keyboard navigation
- Visible focus states
- Reduced-motion support
- Accessible accordion
- Screen-reader-friendly interactions

Respect:

`prefers-reduced-motion`

When reduced motion is enabled, replace complex animations with subtle fades or static states.

25. CRO PRINCIPLES

The visitor should never wonder:

"What do I do next?"

The primary action throughout the page is:

Request a SOC 2 Demo

Use consistent CTA styling.

Do not introduce unnecessary competing actions.

The page should follow:

Attention → Understanding → Trust → Proof → Action

26. IMPORTANT CONTENT RULE

Use AttestPath's existing website as the source of truth.

Do not invent:

- Statistics
- Certifications
- Customer logos
- Customer quotes
- Product capabilities
- Integrations
- Compliance claims

Existing content can be reorganized visually, but the underlying claims must remain accurate.

27. DESIGN REFERENCES

Use leading B2B SaaS websites for inspiration in terms of:

- Visual hierarchy
- Spacing
- Interaction
- Motion
- Product storytelling
- Conversion design

Potential inspiration:

- Vanta
- Drata
- Secureframe
- Linear
- Stripe
- Notion

Do NOT copy their:

- Layouts
- Branding
- Content
- Illustrations
- Visual identity

The goal is:

AttestPath-quality execution at a premium SaaS level.

28. SUCCESS CRITERIA

The final design should make a visitor understand within approximately 5 seconds:

What is this?

SOC 2 compliance automation.

Why should I care?

It reduces the manual work required to become audit-ready.

Why AttestPath?

AI-powered compliance agents help perform the work.

What should I do?

Request a SOC 2 Demo.

FINAL DESIGN PRINCIPLE

The landing page should tell one simple story:

SOC 2 is a lot of work.

↓

AttestPath's AI agents do the work.

↓

Your team gets audit-ready faster.

↓

Request a SOC 2 Demo

The design should make that story visually obvious without requiring the visitor to read every word.

Prioritize:

Clarity over complexity.

Trust over gimmicks.

Motion with purpose.

Conversion over decoration.