

ALKALINE EXPRESS

Complete Landing Page Build Guide

V2.0

Everything your team needs to build the page. All copy, specs, and content — ready to drop in.

NEW IN V2.0

Founder Story · Hidden Protocol Brand Story · Audience Segmentation Cards
"Find Your Type" Quiz · Enhanced Testimonials · Video Content Recs
Real Batch Scarcity · Refined Elite Protocol Positioning

Cherry Designer | **Nowy** Copywriter | **Gabe** Layout & Direction

February 2026 · Raw Sea Moss Launch · Flower · Coarse · Macaroni

How to Use This Document

This document contains every piece of content, copy, design specification, and instruction needed to build the Alkaline Express landing page. Each section of the landing page has its own chapter containing:

- The exact copy to place on the page (in gray boxes — copy/paste ready)
- Design specifications for Cherry (dimensions, colors, layout guidance)
- Build instructions for Gabe (structure, behavior, responsive notes)
- Checklist of deliverables with ownership

Sections marked with a gold V2.0 tag are new additions from the V2 brainstorm. Work through the sections in order — they are listed in the strategic conversion order they should appear on the live site, top to bottom.

Brand Foundation

Before building anything, the whole team should internalize these brand guidelines.

Color Palette

Deep Green #1B4332	Forest #2D6A4F	Ocean Blue #1B4965	Sandy Gold #B08D57	Warm Brown #6B4226	Cream #F5F0E8
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CTA Button: #2D6A4F (Forest Green) with white text. Hover: #1B4332 (Deep Green).

Secondary CTA: #B08D57 (Sandy Gold) with white text. Use for email capture and secondary actions.

Backgrounds: Alternate between #FFFFFF and #F5F0E8 (Cream) for visual rhythm between sections.

Typography

Element	Font	Weight	Size (Desktop / Mobile)
Hero Headline	Playfair Display	700 (Bold)	56px / 36px
Section Headlines	Playfair Display	700 (Bold)	40px / 28px
Sub-headlines	Inter	600 (Semi-Bold)	24px / 20px
Body Text	Inter	400 (Regular)	16px / 15px
CTA Buttons	Inter	700 (Bold)	18px / 16px
Small/Caption	Inter	400 (Regular)	14px / 13px
Trust Badges	Inter	600 (Semi-Bold)	13px / 12px
Price Display	Inter	700 (Bold)	32px / 26px
Strikethrough Price	Inter	400 (Regular)	18px / 16px

Google Fonts URL:

fonts.googleapis.com/css2?family=Playfair+Display:wght@700&family=Inter:wght@400;600;700&display=swap

Brand Voice Rules

- Knowledgeable but never preachy — share wisdom like a trusted insider, not a lecturer
- Empowering — “Take control of your health” not “You need to fix yourself”
- Exclusive but accessible — “Now available to everyone” implies it wasn’t always

- Community-oriented — “Join thousands on the alkaline path”
- Ancestral authority — reference generational wisdom, traditional practices
- Respectful of Dr. Sebi’s legacy without making medical claims

NEVER use: cures, treats, prevents, heals, fixes, guarantees health outcomes

ALWAYS use: supports, promotes, may help with, nourishes, provides, contributes to

V2.0 ADDITION

Brand Positioning Statement

POSITIONING STATEMENT

Alkaline Express brings the ancestral health protocols used by the world’s healthiest families for generations — now accessible to everyone. This isn’t a trend. This is tradition.

NOTE: Use this as internal alignment. It should inform tone across every section, not appear verbatim on the page.

SECTION 1: HERO SECTION

Purpose: Immediately communicate what we sell, create intrigue, and give visitors a clear action. This is the most important section on the page.

Ready-to-Use Copy

V2.0 — UPDATED HEADLINES

HERO HEADLINE — Option A (RECOMMENDED — Elite Protocol Angle)

The Mineral Protocol The World's Healthiest Families Have Used For Generations

NOTE: Creates intrigue, implies exclusivity, positions sea moss as ancestral wisdom. Best for cold and warm traffic.

HERO HEADLINE — Option B (Secret/Intrigue Angle)

What Longevity Experts Know — That Supplement Companies Don't Want You To

NOTE: Curiosity gap, us vs. them framing. Strong for social media traffic.

HERO HEADLINE — Option C (Direct + Benefit)

92 Minerals. Zero Synthetics. The Foundation of Natural Health — From The Caribbean Sea.

NOTE: Specific numbers, clear benefit, origin story. Best for SEO landing pages.

HERO SUBHEADLINE (Use with any headline)

Raw, wildcrafted sea moss harvested from the pristine waters of Honduras and Jamaica. The same ancestral superfood that's been a cornerstone of elite health protocols for generations — now accessible to everyone.

PRIMARY CTA BUTTON

Discover Sea Moss

NOTE: Alternatives: "Start Your Protocol" / "Shop Sea Moss" / "Join The Tradition"

TRUST BADGES (4 badges, horizontal below CTA)

- ✓ Wildcrafted from the Caribbean
- ✓ Lab-Tested for Purity

- ✓ 100% Chemical-Free
- ✓ Sun-Dried Naturally

FREE SHIPPING BANNER (Announcement bar)

FREE SHIPPING on orders over \$50 · Harvested Fresh · Ships Within 48 Hours

NOTE: Sticky announcement bar. Sandy Gold (#B08D57) background, white text.

Design Specs for Cherry

Hero Image/Background	Caribbean ocean scene with natural rock formations, turquoise water, golden sunlight. Consider 15–30 sec looping video of ocean waves or harvesting.
Desktop Dimensions	Full viewport width, 85vh minimum height (headline + CTA visible without scrolling)
Mobile Dimensions	Full width, auto height. Stack: image (40vh) → headline → subheadline → CTA → badges
Overlay	Dark gradient from bottom: rgba(27,67,50,0.6) so white text is always readable
CTA Button	8px rounded corners, 16px 40px padding, Forest Green (#2D6A4F), white bold text, subtle shadow
Trust Badges	20×20px icons + text, horizontal row desktop, 2×2 grid mobile
Announcement Bar	40px height, Sandy Gold background, white Inter 13px semibold, centered

Build Instructions for Gabe

- Announcement bar is sticky at the very top, above the navigation
- Hero section is full-bleed with background image or looping video (muted, autoplay)
- Text content: max-width 700px, centered within hero
- CTA hover: background darkens to #1B4332, scale 1.02 transition
- Trust badges fade in 0.5s after page load
- Mobile: CTA must be above the fold — test on iPhone SE (smallest common screen)
- Add Product schema structured data to the page head for SEO

Deliverables Checklist

Deliverable	Owner	Details
Hero background image (desktop + mobile crops)	Cherry	WebP, < 300KB each
Optional: 15–30 sec looping hero video	Cherry	MP4, < 5MB, muted autoplay
4 trust badge icons (consistent style)	Cherry	SVG, 20×20px
Dark overlay gradient CSS	Gabe	Bottom-to-top, see spec
Headline + subheadline + CTA placed	Gabe	Copy from boxes above
Announcement bar implemented (sticky)	Gabe	Gold background, white text
Mobile responsive test	Gabe	iPhone SE + iPhone 14 Pro

V2.0 — NEW SECTION**SECTION 2: THE HIDDEN PROTOCOL — BRAND STORY**

Purpose: Differentiate from every other sea moss brand. Position Alkaline Express as the gateway to ancestral health wisdom. This section builds the narrative bridge between the hero's intrigue and the product education that follows.

Ready-to-Use Copy**SECTION HEADLINE**

The Protocol They Never Told You About

SECTION BODY COPY

For generations, the world's healthiest families have followed a simple principle: nourish the body with what nature provides, not what laboratories manufacture.

While the mainstream pushes synthetic vitamins and processed supplements, those who know better have quietly relied on ancestral superfoods — the same natural sources of nutrition that sustained their grandparents, and their grandparents before them.

Sea moss sits at the foundation of this tradition.

Containing 92 of the 102 minerals your body needs, wildcrafted sea moss has been a cornerstone of natural health protocols in Caribbean and coastal communities for centuries. It's what elite longevity practitioners recommend. It's what holistic healers have always known.

The difference? They never had to buy it from Amazon.

They got it straight from the source — hand-harvested from ocean rocks, sun-dried naturally, untouched by chemicals or processing.

That's exactly what Alkaline Express delivers.

We work directly with local harvesters in Honduras and Jamaica to bring you the same quality sea moss that's been trusted for generations. No pools. No farms. No shortcuts.

This isn't a wellness trend. This is a return to what works.

PULL QUOTE (Styled prominently)

"The doctor of the future will give no medicine, but will instruct his patients in care of the human frame, in diet, and in the cause and prevention of disease." — Thomas Edison

NOTE: Style as a large, centered pull quote with decorative quotation marks. Playfair Display font.

Design Specs for Cherry

Layout	Full-width section, centered text, editorial feel. Max-width 800px for body text.
Background	White (#FFFFFF) with subtle watermark pattern (waves or botanical) at 5% opacity
Pull Quote	Large Playfair Display italic, Deep Green (#1B4332), oversized decorative quotation marks as design element
Spacing	80px vertical padding above and below section

Deliverables Checklist

Deliverable	Owner	Details
Subtle watermark pattern (waves or botanical)	Cherry	SVG or PNG, 5% opacity background
Pull quote decorative quotation mark design	Cherry	Oversized, Deep Green, decorative
Full section layout built	Gabe	Centered editorial style
All copy placed	Gabe	From copy blocks above

V2.0 — NEW SECTION

SECTION 3: WHO USES SEA MOSS — AUDIENCE SEGMENTATION

Purpose: Help visitors self-identify with a group. When someone sees their own identity reflected back (athlete, parent, Dr. Sebi follower), they're psychologically closer to buying. This section normalizes sea moss for people who haven't tried it yet.

Ready-to-Use Copy**SECTION HEADLINE**

Join Thousands Already On The Alkaline Path

SECTION SUBHEADLINE

Sea moss isn't new. It's been trusted for generations by people who prioritize real nutrition over quick fixes.

CARD 1 — Athletes & High Performers

Athletes & High Performers

Sustained energy without crashes. 92 minerals for recovery and endurance. No synthetic pre-workouts needed.

NOTE: Emoji/icon: running figure or dumbbell

CARD 2 — Dr. Sebi Followers

Dr. Sebi Followers

The cornerstone of the alkaline diet. If you follow the nutritional guide, this is where you start.

NOTE: Emoji/icon: leaf or plant

CARD 3 — Skincare Enthusiasts

Skincare From The Inside Out

Vitamins A, C, E, K + collagen support. Many customers report clearer skin within weeks — naturally.

NOTE: Emoji/icon: sparkle or glow

CARD 4 — Biohackers & Longevity Seekers

Biohackers & Longevity Seekers

The same protocol recommended by elite health coaches. 92 minerals in one whole-food source. No synthetics.

NOTE: Emoji/icon: DNA strand or brain

CARD 5 — Health-Conscious Families**Health-Conscious Families**

Add it to smoothies, soups, or teas. The whole family can benefit — and actually enjoy it.

NOTE: Emoji/icon: family silhouette

Design Specs for Cherry

Layout	5 cards in horizontal scroll/carousel desktop, vertical stack mobile
Card Style	White background, subtle shadow, icon/emoji on top, bold title, body text below
Icon Style	Large (48px), can be emoji or custom illustration — match the benefit icon style for consistency
Background	Cream (#F5F0E8)
Spacing	60px vertical padding, 16px gap between cards

Deliverables Checklist

Deliverable	Owner	Details
5 audience icons/illustrations	Cherry	Match benefit icon style, 48×48px
Card carousel component	Gabe	Horizontal scroll desktop, vertical mobile
Copy placed into all 5 cards	Gabe	From copy blocks above

SECTION 4: WHY SEA MOSS? — BENEFITS EDUCATION

Purpose: Educate visitors on why sea moss matters. Use specific numbers and benefits. This section builds desire before showing products.

Ready-to-Use Copy

SECTION HEADLINE

Why Sea Moss? Nature's Most Complete Mineral Source.

SECTION SUBHEADLINE

Your body requires 102 minerals to function at its best. Most diets provide fewer than 20. Sea moss delivers 92 of them — naturally.

BENEFIT 1 — 92 Essential Minerals

92 Essential Minerals

Your body requires 102 minerals to function properly. Most diets provide fewer than 20. Sea moss delivers 92 of them in a single, natural source — including zinc, iron, iodine, calcium, potassium, and magnesium.

NOTE: Icon: molecular/mineral cluster

BENEFIT 2 — Thyroid Support

Thyroid Support

Rich in natural iodine, sea moss supports healthy thyroid function — the gland responsible for regulating your metabolism, energy levels, and hormonal balance.

NOTE: Icon: shield or thyroid outline

BENEFIT 3 — Gut Health & Digestion

Gut Health & Digestion

Sea moss acts as a natural prebiotic, nourishing the good bacteria in your gut. Its mucilaginous texture helps soothe the digestive tract and may support smoother, more comfortable digestion.

NOTE: Icon: stomach/gut with leaf

BENEFIT 4 — Skin, Hair & Nails

Skin, Hair & Nails

Packed with vitamins A, C, E, and K plus sulfur compounds, sea moss nourishes your skin from the inside out. Many customers report clearer skin, stronger nails, and healthier hair within weeks.

NOTE: Icon: sparkle/glow

BENEFIT 5 — Immune Defense

Immune Defense

Sea moss is rich in antioxidants, vitamin C, and amino acids that support your body's natural immune response. A strong foundation for staying well, naturally.

NOTE: Icon: shield with checkmark

BENEFIT 6 — Natural Energy

Natural Energy

Ditch the caffeine crashes. Sea moss provides B vitamins and iron that support sustained, natural energy throughout the day — without the jitters or afternoon slump.

NOTE: Icon: lightning bolt or sun

Design Specs for Cherry

Layout	3-column grid desktop (2 rows of 3 cards), 1-column stack mobile
Card Style	Cream (#F5F0E8) background, 16px padding, 8px rounded corners, subtle shadow
Icon Style	Line icons, 48×48px, Forest Green (#2D6A4F) stroke, consistent 2px line weight
Background	White (FFFFFF) section background
Spacing	60px vertical padding, 24px gap between cards

Deliverables Checklist

Deliverable	Owner	Details
6 benefit icons (consistent line-icon set)	Cherry	SVG, 48×48px, #2D6A4F stroke
Benefit card layout + responsive grid	Gabe	3-col desktop, 1-col mobile
Copy placed into each card	Gabe	From copy blocks above
Scroll animation (fade-in stagger)	Gabe	Intersection Observer, 100ms stagger

V2.0 — NEW SECTION (Reworked from Astrology concept)**SECTION 5: FIND YOUR TYPE — INTERACTIVE QUIZ**

Purpose: Create personalized connection and drive engagement. Instead of the astrology/element matching concept (which risks undermining our science-adjacent credibility with Dr. Sebi followers and biohackers), this section uses a practical, goal-based quiz that recommends the right sea moss type based on actual use cases and experience level.

A quiz drives higher conversion than static product cards because visitors feel the recommendation is tailored to them. It also collects data on customer intent that can inform email segmentation.

Ready-to-Use Copy**SECTION HEADLINE**

Not Sure Which Sea Moss Is Right For You?

SECTION SUBHEADLINE

Answer 3 quick questions and we'll match you with your perfect sea moss type (plus a personalized recipe).

NOTE: The recipe promise increases completion rate — people love getting something at the end.

QUIZ QUESTION 1

What's your #1 health goal right now?

- A) More energy & stamina
- B) Better skin, hair, or nails
- C) Stronger immunity & gut health
- D) Overall mineral replenishment

QUIZ QUESTION 2

How experienced are you with sea moss?

- A) Complete beginner — never tried it
- B) I've had sea moss gel before but never made my own
- C) I make my own gel regularly

QUIZ QUESTION 3

How do you plan to use it?

- A) Smoothies and drinks
- B) Cooking (soups, stews, sauces)
- C) Skin care (face masks, topical)
- D) All of the above

RESULT LOGIC

Beginner + Any Goal = Macaroni Sea Moss

“We recommend Macaroni Sea Moss — it’s the easiest to prepare and produces the smoothest gel. Perfect for getting started.”

Intermediate + Skin/Smoothies = Flower Sea Moss

“Flower Sea Moss is your match — its delicate texture creates a silky gel that’s perfect for smoothies and doubles as an incredible face mask.”

Experienced + Potency/Energy = Coarse Sea Moss

“You want maximum potency — Coarse Sea Moss delivers the densest mineral content per batch. This is the powerhouse.”

All of the Above / Can’t Decide = Starter Bundle

“The Starter Bundle is made for you — try all 3 types and discover which one fits your lifestyle best.”

NOTE: Each result shows the recommended product card with a direct “Add to Cart” CTA.

POST-QUIZ EMAIL CAPTURE

Want your personalized sea moss recipe sent to your inbox?

[Email Input] [Send My Recipe + 15% Off]

NOTE: This captures emails from quiz completers with a high-value offer. Connects to Klaviyo/Mailchimp.

Design Specs for Cherry

Layout	Full-width section. Quiz displayed as a card/modal with progress indicator (Step 1 of 3).
Card Style	White card, large rounded corners (16px), subtle shadow, centered on cream background
Answer Options	Large clickable cards (not radio buttons). Each option is a tappable card with text. On click, auto-advances to next question.

Progress Bar	Thin green bar at top of quiz card showing 33% / 66% / 100% completion
Result Card	Shows recommended product image, name, "Your Match" badge, short description, Add to Cart CTA
Background	Cream (#F5F0E8)

Build Instructions for Gabe

- Build as a lightweight in-page interactive component (no page reload between questions)
- Each answer click auto-advances to the next question with a slide/fade transition (300ms)
- Result logic can be simple conditional: check Q2 first for experience level, then refine based on Q1 and Q3
- Result screen shows: product image, "Your Match" headline, recommendation text, "Add to Cart" button, and email capture
- Track quiz starts, completions, and which result is shown in GA4 custom events
- Store quiz answers as Shopify customer properties or Klaviyo profile attributes if possible
- Mobile: quiz card should be near-full-width with large tap targets (minimum 48px height per option)

Deliverables Checklist

Deliverable	Owner	Details
Quiz card UI design (3 states + result screen)	Cherry	Desktop and mobile mockups
Progress bar design	Cherry	Thin green bar, 3 steps
"Your Match" result badge design	Cherry	Matches product badge style
Quiz logic and transitions built	Gabe	JS, no page reloads
Email capture integrated with quiz result	Gabe	Klaviyo/Mailchimp connection
GA4 quiz tracking events set up	Gabe	Start, complete, result shown
All copy placed (questions, options, results)	Gabe	From copy blocks above

SECTION 6: THE 3 TYPES — PRODUCT CARDS & COMPARISON

Purpose: Educate visitors on the three sea moss types so they can confidently choose. Each type gets a full card with description, best-for tag, and individual CTA. A comparison table follows for easy side-by-side decision-making.

Ready-to-Use Copy — Individual Product Cards

FLOWER SEA MOSS — Product Card

Flower Sea Moss

Delicate, fan-shaped clusters with a light, airy texture. Flower sea moss is the most visually striking variety — and a favorite for making silky-smooth sea moss gel.

Best For: Gel-making, smoothies, and skin care applications

Texture: Light, delicate, fan-shaped clusters

Prep Time: Soak 12–24 hours, rinse thoroughly

Sourcing: Wildcrafted from the coast of Jamaica

Gel Result: Smooth, light-bodied gel with a neutral taste

Badge: “Best for Gel & Smoothies”

CTA: Shop Flower — Starting at \$XX.XX

COARSE SEA MOSS — Product Card

Coarse Sea Moss

Thick, hearty strands packed with dense mineral content. Coarse sea moss is the powerhouse of the family — delivering maximum potency per batch. If you want the most mineral-rich gel possible, this is your pick.

Best For: Maximum mineral potency, concentrated gel

Texture: Thick, rough, dense strands

Prep Time: Soak 24–36 hours (thicker strands need more time)

Sourcing: Wildcrafted from the coast of Honduras

Gel Result: Rich, thick gel with robust mineral profile

Badge: “Best for Potency” + “MOST POPULAR”

CTA: Shop Coarse — Starting at \$XX.XX

NOTE: Give this card a “Most Popular” ribbon or elevated treatment.

MACARONI SEA MOSS — Product Card

Macaroni Sea Moss

Long, thin, tube-shaped strands that resemble pasta — hence the name. Macaroni sea moss is the easiest variety to clean, soak, and prepare, making it the perfect starting point if you’re new to sea moss.

Best For: Beginners, easy preparation, smooth gel

Texture: Long, thin tubes — lightweight and easy to handle

Prep Time: Soak 8–12 hours (fastest of the three)

Sourcing: Wildcrafted from the coasts of Honduras and Jamaica

Gel Result: Very smooth, creamy gel — blends effortlessly

Badge: “Best for Beginners”

CTA: Shop Macaroni — Starting at \$XX.XX

Ready-to-Use Comparison Table

Feature	Flower	Coarse	Macaroni
Best For	Gel & Smoothies	Maximum Potency	Beginners
Texture	Delicate, fan-shaped	Thick, rough strands	Long, thin tubes
Mineral Density	★★★★☆	★★★★★	★★★★☆
Prep Ease	★★★★☆	★★★☆☆	★★★★★
Soak Time	12–24 hours	24–36 hours	8–12 hours
Gel Consistency	Smooth, light	Rich, thick	Very smooth, creamy
Source	Jamaica	Honduras	Honduras & Jamaica
Experience Level	Intermediate	Advanced	Beginner-friendly
Price (per oz)	\$XX.XX	\$XX.XX	\$XX.XX

BELOW TABLE CTA

Not sure which one? Try our Starter Bundle — get all 3 types and find your favorite. → Shop the Starter Bundle

Design Specs for Cherry

Product Card Layout	3 cards side by side desktop, vertical stack mobile. Each card: image on top, name, description, specs, badge, CTA.
Card Dimensions	Equal width (~380px at 1200px container), auto height
Product Images	Clean white/cream background, consistent lighting and angle across all 3, show actual texture

Badge Tags	Pill-shaped. Flower = Ocean Blue, Coarse = Sandy Gold, Macaroni = Forest Green. White text.
"Most Popular" Badge	Top-right ribbon on Coarse card, Sandy Gold background
Comparison Table	Alternating row shading (white/cream), sticky first column on mobile scroll
Section Background	Cream (#F5F0E8)

Deliverables Checklist

Deliverable	Owner	Details
3 product photos (Flower, Coarse, Macaroni)	Cherry	White BG, consistent style, high-res + web-optimized
3 badge tag designs + Most Popular ribbon	Cherry	Pill-shaped, colored per spec
Product card component built	Gabe	Responsive, image + copy + badge + CTA
Comparison table (scrollable on mobile)	Gabe	Sticky first column
All copy placed	Gabe	From copy blocks above
Individual "Shop [Type]" CTAs linked	Gabe	Each links to Shopify product

SECTION 7: BUNDLE DEALS & PRICING

Purpose: Increase average order value through strategic bundling. Use anchor pricing, savings callouts, and “Most Popular” highlight to guide purchasing decisions.

Ready-to-Use Copy

SECTION HEADLINE

Save More, Nourish More

SECTION SUBHEADLINE

Our bundles make it easy to stock up and save. Whether you’re trying sea moss for the first time or keeping your family supplied, we’ve got you covered.

BUNDLE 1 — THE STARTER BUNDLE

The Starter Bundle — Try All 3

Perfect for first-timers. Get 1 oz of each sea moss type — Flower, Coarse, and Macaroni — so you can discover which one works best for your body.

Includes:

- 1 oz Flower Sea Moss
- 1 oz Coarse Sea Moss
- 1 oz Macaroni Sea Moss
- Free preparation guide card

Regular Price: \$XX.XX

Bundle Price: \$XX.XX (Save XX%)

CTA: Get the Starter Bundle

BUNDLE 2 — THE BEST SELLER BUNDLE (Mark “MOST POPULAR”)

The Best Seller Bundle — Pick Your 2 Favorites

Already know what you like? Choose any 2 types in a larger size and save. Our most popular option for returning customers.

Includes:

- 2 oz of your first choice
- 2 oz of your second choice
- Free shipping included

Regular Price: \$XX.XX
 Bundle Price: \$XX.XX (Save XX%)
 CTA: Build Your Bundle

NOTE: Highlight with “MOST POPULAR” banner. Slightly larger card or border glow.

BUNDLE 3 — THE FAMILY BUNDLE

The Family Bundle — Stock Up & Save Big
 For families, meal-preppers, and sea moss devotees. Get a full supply at our best price per ounce.
 Includes:

- 4 oz of each type (12 oz total)
- Free shipping
- Free preparation guide card
- Priority processing

Regular Price: \$XX.XX
 Bundle Price: \$XX.XX (Save XX%)
 CTA: Get the Family Bundle

SUBSCRIBE & SAVE BANNER

Never Run Out — Subscribe & Save 15%
 Set your delivery schedule (every 2, 4, or 6 weeks) and save 15% on every order. Cancel or pause anytime — no commitments.
 CTA: Subscribe & Save 15%

NOTE: Display as a banner below the 3 bundle cards. Gold (#B08D57) accent border.

Design Specs for Cherry

Layout	3 bundle cards side by side. Best Seller (middle) elevated with border glow.
Most Popular Badge	Top-right ribbon or top-center banner, Sandy Gold background, white text
Pricing Display	Original price: gray strikethrough. Bundle price: large bold Deep Green. Savings: red or gold circle badge.
Subscribe Banner	Full-width below cards, cream background, gold left border, recurring-delivery icon
Section Background	White (#FFFFFF)

Deliverables Checklist

Deliverable	Owner	Details
3 bundle card designs with pricing hierarchy	Cherry	Include Most Popular treatment
Savings badge / percentage circle design	Cherry	Reusable component
Subscribe & Save banner design	Cherry	With recurring delivery icon
Bundle products created in Shopify	Gabe	Actual products/variants
Pricing finalized and inserted	Gabe	Replace all \$XX.XX placeholders
Section built and linked to cart	Gabe	Each CTA adds bundle to cart

SECTION 8: HOW TO PREPARE YOUR SEA MOSS

Purpose: Reduce purchase anxiety. Many people have never prepared raw sea moss before. Showing them it's simple (5 steps) removes the #1 barrier to buying.

Ready-to-Use Copy

SECTION HEADLINE

From Raw to Ready in 5 Simple Steps

SECTION SUBHEADLINE

Making sea moss gel at home is easier than you think. Here's how to turn your raw sea moss into a versatile, nutrient-packed gel you can add to anything.

STEP 1 — RINSE

Step 1: Rinse Your Sea Moss

Remove your sea moss from the package and rinse it thoroughly under clean water. You're washing away natural sea salt and ocean debris. Rinse 2–3 times until the water runs relatively clear.

Time: 3–5 minutes

NOTE: Icon: water droplets / running water

STEP 2 — SOAK

Step 2: Soak in Spring Water

Place your rinsed sea moss in a large bowl and cover it with spring or alkaline water (avoid tap water). The sea moss will expand to nearly double its size.

Flower: 12–24 hours

Coarse: 24–36 hours

Macaroni: 8–12 hours

Tip: Soak overnight for easiest prep.

NOTE: Icon: bowl with water / clock

STEP 3 — BLEND

Step 3: Blend Until Smooth

Drain the soak water. Add your sea moss to a blender with fresh spring water (use about 1 cup of water per 1 oz of sea moss). Blend on high for 1–2 minutes until smooth and creamy.

Tip: Less water = thicker gel. More water = thinner gel.

NOTE: Icon: blender

STEP 4 — REFRIGERATE

Step 4: Refrigerate & Set

Pour your blended sea moss into a clean glass jar or airtight container. Refrigerate for 2–4 hours. It will thicken into a gel as it cools.

Storage: 2–3 weeks refrigerated. Up to 3 months frozen (use ice cube trays for easy portions).

NOTE: Icon: jar / refrigerator

STEP 5 — ENJOY

Step 5: Enjoy Daily

Add 1–2 tablespoons of sea moss gel to your daily routine:

- Smoothies and juices
- Teas and warm beverages
- Soups, stews, and sauces (natural thickener)
- Face masks and skin care (topical use)
- Straight from the spoon

Recommended daily serving: 1–2 tablespoons

NOTE: Icon: spoon / smoothie glass

V2.0 — VIDEO RECOMMENDATION

VIDEO EMBED (RECOMMENDED)

[Embed: 2–3 minute “How to Make Sea Moss Gel” video]

Show the entire process from opening the package to finished gel. Friendly, approachable presenter. Reinforce how easy it is. Film with good lighting, close-up shots of each step.

NOTE: This single video can reduce customer support questions by 50%+ and increase conversion from hesitant first-time buyers.

Design Specs for Cherry

Layout	Horizontal 5-step timeline desktop (icons connected by dotted line), vertical stack mobile
Step Icons	Circular, 64×64px, step number overlay, Forest Green background, white icon illustration inside

Connector	Thin dotted/dashed line connecting step circles on desktop
Video	Embedded below steps, 16:9 aspect ratio, autoplay muted with play controls
Background	Cream (#F5F0E8)
Illustrations	Simple, warm, hand-drawn style. Bowl, water, blender, jar, spoon. Consistent art direction.

Deliverables Checklist

Deliverable	Owner	Details
5 step icons/illustrations	Cherry	Consistent style, 64×64px, SVG
Timeline connector graphic (horizontal + vertical)	Cherry	Dotted line or arrow
Prep video filmed and edited (2–3 min)	All	Can be phone-shot, good lighting
Step layout built	Gabe	Horizontal desktop, vertical mobile, fade-in
Video embedded below steps	Gabe	16:9, muted autoplay with controls
All copy placed	Gabe	From copy blocks above

SECTION 9: SOURCING & QUALITY TRUST

Purpose: Build deep trust. Show visitors exactly where their sea moss comes from and why our quality is superior. This is what separates us from Amazon sellers and pool-grown operations.

Ready-to-Use Copy

SECTION HEADLINE

Harvested From The Pristine Waters of Honduras and Jamaica

SECTION BODY COPY

Every batch of Alkaline Express sea moss is wildcrafted by hand from the warm, mineral-rich Caribbean waters off the coasts of Honduras and Jamaica.

Wildcrafted means our sea moss grows naturally on ocean rocks in its native habitat — absorbing minerals from the sea floor, nourished by sunlight and ocean currents. This is the opposite of “pool-grown” or “farm-raised” sea moss, which is cultivated in artificial pools with added chemicals and fertilizers.

After harvesting, our sea moss is sun-dried naturally on clean surfaces under the Caribbean sun. No heat lamps. No dehydrators. No shortcuts.

The result is sea moss the way nature intended: raw, potent, and packed with the full spectrum of oceanic minerals.

This is what real sea moss looks like. This is what the healthiest families have always used.

QUALITY PILLARS (4 trust points with icons)

Wildcrafted, Never Farmed

Our sea moss grows naturally on Caribbean ocean rocks. Never cultivated in pools or tanks. You get the real thing.

Sun-Dried Naturally

Dried under the Caribbean sun, preserving full mineral content and natural color. No artificial heat processing.

Chemical-Free Guarantee

Zero chemicals, zero preservatives, zero added salt. What you receive is pure, raw sea moss — nothing else.

Lab-Tested for Purity

Every batch is tested for heavy metals, bacteria, and contaminants. We publish results so you can verify our quality yourself.

V2.0 — VIDEO RECOMMENDATION**SOURCING VIDEO EMBED (RECOMMENDED)**

[Embed: 60–90 second sourcing video]

Drone footage of Caribbean coastline, hands harvesting sea moss from rocks, sea moss drying in the sun. No narration needed — just natural sounds (ocean waves, wind) with text overlays showing key facts.

NOTE: This video does more trust-building than 1,000 words of copy. High priority content piece.

Design Specs for Cherry

Layout Option A	Full-width image left (50%), text right (50%). Image: Caribbean ocean harvesting scene.
Layout Option B	Full-bleed background image with dark overlay, white text. Quality pillars below as 2×2 grid.
Quality Pillar Cards	White background, subtle border, icon left, text right. 2×2 grid desktop, stack mobile.
Imagery	Caribbean ocean rocks with sea moss, hands harvesting, sun-drying. Authentic, not stock-photo.
Video	Background or embedded, autoplay muted with play controls
Section Background	White or full-bleed image with overlay

Deliverables Checklist

Deliverable	Owner	Details
Caribbean sourcing photos or illustration set	Cherry	Harvesting, drying, ocean scenes
4 quality pillar icons	Cherry	SVG, consistent with benefit icon set
Sourcing video filmed and edited (60–90 sec)	All	Drone footage if possible
Full section layout built	Gabe	Choose Layout A or B with Cherry
Video embedded	Gabe	Autoplay muted with controls
All copy placed	Gabe	From copy blocks above

V2.0 — NEW SECTION

SECTION 10: FOUNDER STORY

Purpose: Humanize the brand. Build trust through personal connection. Explain WHY this business exists. This is one of the highest-impact sections for conversion — people buy from people they trust.

Ready-to-Use Copy

SECTION HEADLINE

Why I Started Alkaline Express

FOUNDER STORY

Like most people, I discovered sea moss through the internet. I'd seen the videos, read about the 92 minerals, heard about Dr. Sebi. So I did what everyone does — I ordered from Amazon.

It was garbage.

The sea moss arrived bleached, with a chemical smell. When I made it into gel, it was thin, watery, and had none of the benefits I'd read about. I later learned it was pool-grown — cultivated in artificial tanks with fertilizers, then bleached to look “pure.”

That's when I decided to find the real thing.

I traveled to Honduras and Jamaica. I met the local harvesters who've been wildcrafting sea moss the same way their grandparents did — by hand, from ocean rocks, dried under the Caribbean sun.

The difference was night and day.

Real wildcrafted sea moss has color. It has texture. It has an ocean smell that tells you it came from nature, not a factory. And when you use it, you actually feel the difference.

That's what Alkaline Express is about.

We work directly with Caribbean harvesters to bring you the same quality sea moss that's been trusted for generations — by families who never needed Amazon to tell them what works.

This isn't a side hustle. This is a mission.

Welcome to the tradition.

— [Founder Name]

Founder, Alkaline Express

NOTE: Replace [Founder Name] with your actual name. This copy is raw and authentic — adjust details to match your real story, but keep the tone.

Design Specs for Cherry

Layout	Founder photo left (40%), story text right (60%). Or full-width text with photo below.
Photo Style	Warm, natural lighting. Caribbean or natural background. Founder smiling, approachable. Not corporate.
Signature Line	Handwritten-style font or italic Playfair Display for founder name
Background	White (#FFFFFF)
Spacing	80px vertical padding

Deliverables Checklist

Deliverable	Owner	Details
Founder portrait photo (professional but warm)	Cherry	Warm lighting, natural BG
Handwritten-style font or signature graphic	Cherry	For founder name sign-off
Section layout built	Gabe	Photo + text, responsive
Copy personalized with real founder details	Nowy	Adjust story to match real experience
All copy placed	Gabe	From copy block above

SECTION 11: CUSTOMER TESTIMONIALS / SOCIAL PROOF

Purpose: Nothing converts like social proof. These testimonials are strategically written to address different buyer concerns and audience segments.

Ready-to-Use Copy

SECTION HEADLINE

What Our Community Is Saying

V2.0 — ENHANCED TESTIMONIALS

TESTIMONIAL 1 — Elite/Authority Angle (V2 NEW)

“I’ve spent thousands on longevity coaches and biohacking protocols. You know what they ALL recommended? Sea moss. But they said most brands are garbage. When I found Alkaline Express, I finally understood what real wildcrafted sea moss looks like. This is what I was missing.”

— James K. | ★★★★★

Verified Buyer · Coarse Sea Moss

NOTE: Targets biohacker/longevity audience. Validates quality through authority.

TESTIMONIAL 2 — Ancestral Connection (V2 NEW)

“My grandmother in Jamaica always had sea moss in the house. When she passed at 97 with no medications, I finally understood. I’ve been searching for years to find sea moss like she used. Alkaline Express is the only brand that matches what I remember. This is the real thing.”

— Patricia M. | ★★★★★

Verified Buyer · Family Bundle

NOTE: Targets Caribbean heritage audience. Powerful emotional connection + longevity proof.

TESTIMONIAL 3 — Skin Results

“My skin has NEVER looked this good. I started using the Flower sea moss in my smoothies and also as a face mask twice a week. After about 3 weeks, my breakouts cleared up and my skin has this glow that people keep asking about.”

— Jasmine R. | ★★★★★

Verified Buyer · Flower Sea Moss

NOTE: Targets skincare audience. Specific timeline + specific product.

TESTIMONIAL 4 — Energy Focus

“I’ve been taking sea moss gel every morning for 6 weeks now, and the difference in my energy is unreal. I used to need two cups of coffee just to function — now I wake up and I’m actually ready to go. This stuff is the real deal.”

— Marcus T. | ★★★★★

Verified Buyer · Coarse Sea Moss

NOTE: Targets energy-seekers. Relatable before/after.

TESTIMONIAL 5 — Beginner Experience

“I’d never used raw sea moss before and was nervous about preparing it. I got the Starter Bundle and the Macaroni was SO easy to make into gel. The instructions made it foolproof. Already ordered more!”

— Andrea S. | ★★★★★

Verified Buyer · Starter Bundle

NOTE: Addresses preparation anxiety. Reinforces Starter Bundle + Macaroni for beginners.

TESTIMONIAL 6 — Dr. Sebi Audience

“I follow Dr. Sebi’s guide and sea moss has been a staple for me for years. But the quality from Alkaline Express is on another level. You can tell it’s genuinely wildcrafted — the color, the texture, the smell. This is what real sea moss should be.”

— Keisha M. | ★★★★★

Verified Buyer · Coarse Sea Moss

NOTE: Targets Dr. Sebi core audience. Quality comparison.

V2.0 — VIDEO RECOMMENDATION**VIDEO TESTIMONIALS (RECOMMENDED)**

[Embed: 1–2 video testimonials from real customers]

30–60 seconds each. Authentic, filmed on phone is fine. Real customers sharing their experience. Prioritize customers who can show their sea moss or gel on camera.

NOTE: Video testimonials convert 2–3x better than text-only. Even one video testimonial is worth having.

Design Specs for Cherry

Layout	3-column carousel desktop (arrows to scroll), swipeable single-card mobile
Card Style	White card, subtle shadow, 5-star rating in Sandy Gold at top, quote text, name + product
Avatar	Circular, 48px, initials or real photo

Verified Badge	Small green checkmark + “Verified Buyer”
Video Testimonials	Embedded below carousel, side by side on desktop
Background	Cream (#F5F0E8)

Deliverables Checklist

Deliverable	Owner	Details
Testimonial card design template	Cherry	Reusable, with stars, avatar, badge
Verified Buyer badge icon	Cherry	Small green checkmark, SVG
Carousel/slider component	Gabe	Auto-rotate desktop, swipe mobile
6 testimonials placed	Gabe	Replace with real reviews as available
Video testimonials solicited from early buyers	All	30–60 sec phone-shot videos

SECTION 12: DR. SEBI'S ALKALINE PHILOSOPHY

Purpose: Build credibility with the core Dr. Sebi audience. Educate newcomers. Position sea moss as the cornerstone of the alkaline framework.

Ready-to-Use Copy

SECTION HEADLINE

Rooted in the Alkaline Tradition of Dr. Sebi

SECTION BODY COPY

Dr. Sebi, born Alfredo Darrington Bowman, was a Honduran herbalist and healer who dedicated his life to the belief that the human body can maintain and restore itself when nourished with natural, alkaline-electric foods.

At the heart of his nutritional guide was a simple but powerful idea: disease thrives in an acidic environment. By consuming naturally alkaline foods and herbs — and avoiding processed, hybrid, and acidic foods — we create an internal environment where the body can cleanse, regenerate, and thrive.

Sea moss was one of the cornerstones of Dr. Sebi's recommended foods. He considered it one of nature's most complete mineral sources, providing the body with the essential building blocks it needs for cellular repair and vitality.

At Alkaline Express, we honor Dr. Sebi's legacy by sourcing only wildcrafted, naturally alkaline sea moss from the same Caribbean waters he championed. Our mission is to make these powerful natural foods accessible to everyone on the alkaline path.

DR. SEBI PULL QUOTE

“There is only one disease: the compromising of the mucous membrane. You find that in all diseases.” — Dr. Sebi

NOTE: Style as a large, centered pull quote with decorative quotation marks. Playfair Display font.

Design Specs for Cherry

Layout	Clean, editorial feel. Large pull quote on left/top, body text below/right.
Pull Quote Style	Large Playfair Display italic, Deep Green, oversized decorative quotation marks
Background	White, subtle botanical watermark at 5–10% opacity

Imagery

Optional subtle botanical illustration. Do NOT use a photo of Dr. Sebi (rights issues).

SECTION 13: FREQUENTLY ASKED QUESTIONS

Purpose: Answer every objection and question that might prevent a purchase. Reduces support inquiries and builds confidence.

Ready-to-Use Copy — All 12 Q&As

Q1: What's the difference between Flower, Coarse, and Macaroni sea moss?

Each type has a unique texture and preparation experience. Flower has delicate, fan-shaped clusters ideal for smooth gel and smoothies. Coarse has thick, dense strands packed with maximum mineral content — it's the most potent option. Macaroni has thin, tube-shaped strands that are the easiest to clean and prepare. All three provide the same core mineral benefits.

Q2: Is your sea moss really wildcrafted?

Yes. Our sea moss is harvested by hand from natural ocean rocks off the coasts of Honduras and Jamaica. It is never cultivated in pools, tanks, or artificial environments. Wildcrafted sea moss grows in its natural ocean habitat, absorbing minerals directly from the sea floor.

Q3: Where exactly is your sea moss sourced from?

Our sea moss is harvested from two Caribbean locations: the coast of Honduras and the coast of Jamaica. These regions are known for pristine, mineral-rich waters. We work directly with local harvesters who use sustainable, traditional methods.

Q4: How do I make sea moss gel?

It's simple: rinse your sea moss, soak it in spring water (8–36 hours depending on type), drain, blend with fresh spring water until smooth, and refrigerate for 2–4 hours until it sets. Full instructions are included with every order.

Q5: How long does raw sea moss last?

Unopened dry sea moss lasts up to 1 year stored in a cool, dry place. Once made into gel, it lasts 2–3 weeks refrigerated, or up to 3 months frozen. We recommend ice cube trays for easy portioning.

Q6: How much sea moss gel should I take daily?

We recommend 1–2 tablespoons per day. Add it to smoothies, teas, soups, or take it straight. Start with 1 tablespoon and see how your body responds.

Q7: Is sea moss safe during pregnancy or breastfeeding?

While sea moss is a natural whole food, we recommend consulting with your healthcare provider before adding any new supplement during pregnancy or breastfeeding. Sea moss is rich in iodine, so professional guidance ensures safe intake levels.

Q8: Is your sea moss tested for heavy metals?

Yes. Every batch is lab-tested for heavy metals (lead, mercury, arsenic, cadmium), bacteria, and contaminants. We are committed to transparency and your safety.

Q9: Do you offer free shipping?

Yes! Free shipping on all orders over \$50 within the United States. Orders under \$50 ship at a flat rate of \$5.99. International shipping available at checkout.

Q10: What is your return policy?

We stand behind our product. If you're not satisfied for any reason, contact us within 30 days for a full refund or exchange. Unused, sealed products can be returned at no cost.

Q11: Is sea moss FDA approved?

Sea moss is a natural whole food, not a pharmaceutical drug. Like all dietary supplements, it is not "FDA approved" in the way medications are. However, our facilities follow good manufacturing practices and products are lab-tested for safety.

Q12: Can I use sea moss on my skin?

Absolutely. Sea moss gel can be applied topically as a face mask. It's rich in vitamins A, C, E, K and sulfur compounds. Many customers use it as a 15–20 minute face mask 2–3 times per week.

Build Instructions for Gabe

- Build as an accordion (click to expand/collapse). Only one open at a time.
- Smooth expand/collapse animation (200ms ease-in-out)
- Show a + icon that rotates to × when expanded
- Section background: White

- Add FAQ schema (structured data) to the page head for SEO rich results

SECTION 14: FINAL CTA & URGENCY / EMAIL CAPTURE

Purpose: This is the bottom of the page — the last chance to convert. Restate the value prop, create urgency with real batch numbers, and capture emails from those not ready to buy yet.

Ready-to-Use Copy

V2.0 — ENHANCED SCARCITY

URGENCY BANNER HEADLINE

First Harvest — Limited Availability

URGENCY BODY COPY (Enhanced with real batch numbers)

Our sea moss is wildcrafted in small batches. We can only harvest what the ocean provides — and this first batch won't last long.

This Batch: Harvested January 2026, Honduras & Jamaica

Available Units: Limited to first 500 orders

Next Harvest Expected: April 2026

- ✓ Free shipping on orders over \$50
- ✓ 30-day satisfaction guarantee
- ✓ Ships within 48 hours

NOTE: Update harvest date and unit count with real numbers. Authentic scarcity (real batch limits) is far more effective than fake countdown timers.

EMAIL CAPTURE (For visitors not ready to buy)

Get 15% Off + Free Shipping On Your First Order

Join the Alkaline Express community and receive:

- Your exclusive 15% discount code
- Sea moss recipes and prep tips
- Early access to new harvests
- Wellness insights from our community

[Email Input Field] [Button: Send My Discount]

We respect your inbox. Unsubscribe anytime.

NOTE: This is the primary email capture. Connects to Klaviyo/Mailchimp and auto-sends 15% discount code.

FINAL CTA BUTTON (For those ready to buy)

Shop Sea Moss Now

NOTE: Large button, Forest Green, centered. Links to product collection.

Design Specs for Cherry

Urgency Banner	Full-width, Deep Green (#1B4332) background, white text, centered
Batch Info	Displayed in structured format with actual numbers. Harvest date prominent.
Email Capture	Clean input field with rounded corners, Sandy Gold submit button. Prominent placement.
Trust Icons	Below CTA: Free Shipping truck, 30-Day Guarantee shield, 48hr Shipping clock
Background	White with gold accent elements

SECTION 15: FOOTER

Ready-to-Use Copy

FDA DISCLAIMER (Required — Must appear in footer)

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. Consult your healthcare provider before starting any new supplement, especially if you are pregnant, nursing, taking medication, or have a medical condition.

NOTE: Display in small text (12–13px). This is legally required.

FOOTER NAVIGATION LINKS

Shop: Flower Sea Moss | Coarse Sea Moss | Macaroni Sea Moss | Bundles
 Learn: Our Story | Dr. Sebi's Philosophy | How to Prepare Sea Moss | Blog
 Support: Contact Us | FAQ | Shipping & Returns | Track My Order
 Legal: Privacy Policy | Terms of Service | Refund Policy

FOOTER TAGLINE

Alkaline Express — Nourish Your Body. Honor The Tradition.
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PAYMENT ICONS

Visa · Mastercard · American Express · PayPal · Apple Pay · Google Pay · Shop Pay

NOTE: Use Shopify's built-in payment icon sprites.

SOCIAL MEDIA

Instagram · TikTok · Facebook · YouTube

NOTE: Link to actual profiles. Set up before launch.

Design Specs

Background

Deep Green (#1B4332), white text for all links and content

Layout	4-column grid: Shop, Learn, Support, Legal. Logo + tagline above. Disclaimer + payment + social below.
Mobile	Stack columns vertically. Accordion-style navigation groups.

SECTION 16: STICKY ELEMENTS & GLOBAL COMPONENTS

These elements persist across the entire page and are critical for conversion.

Sticky Header / Navigation

HEADER CONTENT

[Logo: Alkaline Express] Shop | Our Story | FAQ [Cart Icon with count] [Shop Now Button]

NOTE: Logo left, nav center, cart + CTA right.

- Header becomes sticky (fixed to top) after scrolling past the hero section
- Background: white with subtle bottom shadow on scroll
- Height: 60px desktop, 50px mobile
- On mobile: hamburger menu replaces nav links. Cart icon + "Shop Now" remain visible.
- Shop Now button: small, Forest Green, always visible in the header

Mobile Sticky Add-to-Cart Bar

STICKY CART BAR (Mobile Only)

[Product Name] \$XX.XX [Add to Cart]

NOTE: Appears when user scrolls to product section. Fixed to bottom of screen on mobile only.

- Only visible on mobile (hidden on desktop)
- Appears when user scrolls into the product cards section (Section 6)
- Fixed to bottom of viewport, 60px height
- White background, top shadow for depth
- Product name updates dynamically based on which product card is in view (if possible)
- Green "Add to Cart" button on the right

Final Launch Checklist

Walk through every item before going live. Gabe owns the final check. Cherry and Nowy verify their respective deliverables.

☐	Item	Owner
☐	All headlines and body copy placed and proofread	Nowy
☐	No copy contains "cures," "treats," or "prevents"	Nowy
☐	FDA disclaimer visible in footer	Nowy
☐	Founder story personalized with real details	Nowy
☐	Elite protocol angle integrated in hero + story sections	Nowy
☐	All product images high quality and consistent	Cherry
☐	All icons render crisply at every breakpoint	Cherry
☐	Trust badges display correctly in hero	Cherry
☐	Color palette matches brand guide exactly	Cherry
☐	Video content embedded (prep tutorial, sourcing, testimonials)	All
☐	Every CTA button links to correct product/page	Gabe
☐	Sticky header works on scroll (desktop + mobile)	Gabe
☐	Mobile sticky cart bar appears on product sections	Gabe
☐	Find Your Type quiz functions correctly with all result paths	Gabe
☐	Comparison table scrolls horizontally on mobile	Gabe
☐	FAQ accordion expands/collapses smoothly	Gabe
☐	Page loads under 3 seconds (Google PageSpeed Insights)	Gabe
☐	All images lazy-loaded below fold	Gabe
☐	Scroll animations work without jank	Gabe
☐	Email capture submits correctly and triggers discount email	Gabe
☐	GA4, Meta Pixel, Shopify analytics tracking	Gabe
☐	Product schema structured data in page head	Gabe
☐	FAQ schema structured data in page head	Gabe
☐	Quiz tracking events set up in GA4	Gabe
☐	Tested on: iPhone SE, iPhone 14 Pro, Samsung Galaxy, iPad, Chrome, Firefox, Safari	Gabe

☐	Free shipping threshold (\$50) displays correctly	Gabe
☐	All bundle products set up correctly in Shopify	Gabe
☐	Subscribe & Save option functional	Gabe
☐	Batch harvest date and unit count updated with real numbers	Gabe

What's New in V2.0 — Summary

1. Hero Section — Rewrote headlines with “elite protocol” intrigue angle (3 options)
 2. The Hidden Protocol (NEW) — Brand story positioning section with ancestral wisdom narrative
 3. Who Uses Sea Moss (NEW) — 5 audience self-identification cards for psychological buy-in
 4. Find Your Type Quiz (NEW) — Reworked from astrology concept into a practical, goal-based interactive quiz that recommends the right product and captures emails
 5. Founder Story (NEW) — Personal narrative that humanizes the brand and addresses Amazon quality issues head-on
 6. Enhanced Testimonials — 6 strategically positioned testimonials targeting different audience segments (elite, ancestral, skin, energy, beginner, Dr. Sebi)
 7. Video Content — Added video recommendations throughout: sourcing footage, prep tutorial, customer testimonials
 8. Improved Scarcity — Real batch numbers, harvest dates, limited availability (no fake countdown timers)
 9. Simplified Discounts — Single 15% offer via email capture, clean and consistent
 10. Brand Voice — Integrated “ancestral wisdom” and “elite protocol” language throughout, concentrated in hero and brand story sections
-

Everything is here. Now go build it.

— Alkaline Express V2.0 —