

# WEB MAGIC

This is one of the many types of web pages I've created during my path at Vodafone and it includes a brief service overview, features and benefits, how it works, use cases and brand differentiators, as required.

Type of website: product page

Website link: [vodafone.com/business/solutions/sase](https://vodafone.com/business/solutions/sase)

Project length: 5 days

Major challenges:

- Including all the product details in a simple and appealing way
- Using the right SEO keywords

Achievements:

- Technical information made visual and easy to understand
- Increased website visits and CTR by 25%
- Increased lead conversions by 15%

The screenshot displays the Vodafone Business Secure Access Service Edge (SASE) product page. The header features the product name and tagline 'Able, secure connectivity everywhere' with a 'Contact Us' button. A navigation breadcrumb trail is visible below the header. The main content area is titled 'Connect and protect your organisation with confidence' and describes SASE as a solution that combines SD-WAN and cloud security. It highlights four key features: Secure cloud, Secure Internet, Secure 3rd party access, and Secure remote working. A 'Features and benefits' section lists: need where and when they need them, systems safe, user experiences more easily and at reduced costs, and sustainable, scalable business growth. The 'How does it work?' section includes a diagram showing 'Choice of SD-WAN solutions' and 'Security Service Edge' leading to 'SASE'. Below this, four components are detailed: Firewall as a Service (FWaaS), Cloud Access Security Broker (CASB), Secure Web Gateway (SWG), and Zero-trust Network Access (ZTNA).

# WEB MAGIC

As a freelancer, I've also translated several websites, like this one of a relocation services company in Argentina that was looking to expand its operations to more countries around the world and needed to translate the page from Spanish to English.

Type of website: whole website – home page, services, testimonials, appointments and contact

Website link: [gohomeargentina.com.ar](http://gohomeargentina.com.ar)

Project length: 3 days

Major challenges:

- Keeping all key information and brand message using transcreation
- Ensuring all the technical concepts and SEO keywords were included and easy to understand

Achievements:

- Delivery of final copy within the set deadline
- Expansion of the brand services farther abroad
- Customer satisfaction and loyalty gained

