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## Copy

Client: **POMATO**

Re: Marketing –New Website –HOME and WHY POMATO PAGES REV2

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### Scope of Work

Pomato has contracted with Galvin and Associates to write copy for a re-launch of its website. This is copy for the HOME and WHY POMATO pages. WORD COUNT: 875

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COPY

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## HOME

HEADER

**pomato** LOGO

AI FOR HIRING

MENU

WHY POMATO | FEATURES | BLOG | ABOUT BUTTON **REQUEST A DEMO**

SOCIAL MEDIA ICONS

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PANEL 1: Intro

*Software for IT Recruiting*

### **Make the right hire. Right now.**

Pomato IT recruiting software reviews and ranks your candidates, even for the most advanced technology specs, in a matter of minutes. Plus, Pomato generates interview questions customized for each candidate. 15-day Free Trial!

VIDEO – on the left under copy block

CTA – lower right hand corner

**REQUEST A DEMO**

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PANEL 2: How It Works – Replaces ‘Problems Pomato wants to solve’

## **HOW IT WORKS**

1. Upload your resumes.
2. Enter your job requirements.
3. Engage the Pomato Matching Engine.
4. Pomato scans all the resumes and provides a ranking report, showing which candidates best match your job requirements (not just keywords).
5. Click Visual Profile and Pomato generates a visual chart that scores each candidate’s skills and overall fit
6. Click Skills Test if you want a test customized to your job specs
7. Click Reports to generate a report on a candidate or on the hire process to date

With Pomato, it takes just minutes to know which candidates are worth an interview. Sign up now for a 15-day Free Trial!

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**Galvin and Associates** Campaigns | Copywriting | PR | Engagement | Results

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VISUAL

A typical IT candidate resume with the keyword "JAVA" CAPTION

VISUAL

Pomato ranks the candidate's JAVA experience and how well he or she matches your job requirements CAPTION

**Pomato: Easy. Fast. Smart.**

[REQUEST A DEMO](#) BUTTON

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PANEL 3: Features

## FEATURES

### MATCHING ENGINE

Pomato's groundbreaking assistive intelligence & machine learning technology analyzes a resume based on how well a candidate matches your job requirements based on skillsets, roles, and level of expertise, and then ranks all your candidates. You'll vet only the best!

### SKILLS PROFILER

See how your candidate scores in development, design, programming and other critical IT skills with Pomato's colorful, clear, at-a-glance Skill Profiler reports. Takes seconds. Saves hours.

### VISUAL PROFILE

With Pomato, a Word doc resume is transformed into a Visual Profile. How well does the candidate's history match the roles, experience and skills you need? Get a 360-degree view – instantly.

### SKILLS TEST

You have your top candidates and it's time to narrow the list. Pomato generates skills tests and interview questions that precisely match the criteria of your job [requirements](#).

### REPORTS

At the click of a button, get a report on a single candidate or a progress-to-date overview of the entire hire process – just what's needed to make a hiring manager happy!

[REQUEST A DEMO](#) BUTTON

[15-DAY FREE TRIAL](#) BUTTON

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PANEL 4: Benefits

## No more guesswork.

Pomato software performs 200,000 computations on a candidate's resume in seconds. We rate every candidate based on your job requirements.

- An objective, validated assessment of IT skills and experience
- An at-a-glance visual communicates scores and ranking
- Easily identify your best candidate prospects
- Interview and test prospects to narrow the pool
- Report your best prospects to decision-makers
- Gain a competitive edge by hiring the right people!

Is Pomato really this good? **Take a demo** and see for yourself!

[REQUEST A DEMO](#) BUTTON

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PANEL 5: Testimonial - FPO

*"We are a large staffing agency with very particular corporate clients. Since we started using Pomato, we have improved our submit-to-hire ratio from 17% to 52%."*

Sterling Lee, Director, Diversant LLC

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PANEL 5: Footer

MENU

WHY POMATO | FEATURES | BLOG | ABOUT | Terms of Service | Privacy Policy

[REQUEST A DEMO](#) BUTTON

[15-DAY FREE TRIAL](#) BUTTON

SOCIAL MEDIA ICONS

**pomato** LOGO

AI FOR HIRING

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WHY POMATO

## **With Pomato, you'll find the best IT talent.**

Human Resource departments and staffing agencies are at the front lines of today's competitive marketplace. Hiring the best talent is key to a company's success. But how can hiring professionals properly evaluate IT skills, when new technologies and skillsets can pop up at any time? Pomato is the answer.

### **What it Does**

Pomato uses state-of-the-art assistive intelligence and machine learning to evaluate and validate each IT candidate - see samples below. It's surprisingly easy to use. Simply click a button and within minutes you'll have a clear, colorful, at-a-glance report on a candidate's skills, experience and other profile information – and how that candidate compares to all others.

Pomato software is by subscription. You have the option of a plan based on the number of users in your department or in the volume of resumes. And since our software is cloud-based, you have no costs of installation or hosting.

Does Pomato sound like your new best friend? Find out for yourself with a **FREE 15-day trial!**

# GA

**REQUEST A DEMO** BUTTON  
**15-DAY FREE TRIAL** BUTTON

PHOTO: Pomato Plant

Pomato? The pomato plant looks like a normal tomato plant but hides something underneath. Just like a resume is not always what it seems.

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