

## Summarized Customer Notes

<b>Making a great first impression</b>	
Flawless User Experience	<b>Fast Load Speed</b> <ul style="list-style-type: none"> <li>• Optimize Images</li> <li>• Minify Resources</li> <li>• Simplify website design</li> </ul> <b>Design</b> <ul style="list-style-type: none"> <li>• Visually appealing</li> <li>• Mobile friendly</li> </ul>
Content Presentation	Easy to Read Unobtrusive Background Grab Attention from the start
Homepage	<b>Should answer the following:</b> <ul style="list-style-type: none"> <li>• Who are you?</li> <li>• What do you do?</li> <li>• For whom?</li> <li>• What's in it for them?</li> <li>• Should include following elements:</li> <li>• Logo</li> <li>• Headline/Tagline</li> <li>• Navigation</li> <li>• Introduction</li> <li>• Subscription/Signup</li> </ul> <b>Social Proof:</b> Testimonials <b>Footer:</b> <ul style="list-style-type: none"> <li>• Copyright</li> <li>• Navigation to main pages</li> <li>• Privacy policy</li> <li>• Terms of use</li> <li>• Contact</li> <li>• Social Icons</li> </ul> <b>About Page:</b> <ul style="list-style-type: none"> <li>• Quick Intro</li> <li>• Your mission</li> </ul>
Blog	Identify who can contribute How to identify sustainability leaders/ contributors Related post sections
Visual Presentation	What's important is prominent Clearly defined page areas Clickable elements are obvious Minimize distractions