**Summarized Customer Notes**

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| **Making a great first impression** | |
| Flawless User Experience | **Fast Load Speed**   * Optimize Images * Minify Resources * Simplify website design   **Design**   * Visually appealing * Mobile friendly |
| Content Presentation | Easy to Read  Unobtrusive Background  Grab Attention from the start |
| Homepage | **Should answer the following:**   * Who are you? * What do you do? * For whom? * What’s in it for them? * Should include following elements: * Logo * Headline/Tagline * Navigation * Introduction * Subscription/Signup   **Social Proof:** Testimonials  **Footer:**   * Copyright * Navigation to main pages * Privacy policy * Terms of use * Contact * Social Icons   **About Page:**   * Quick Intro * Your mission |
| 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 |