### **Goals:**

* Educate Visitors: Provide comprehensive information about the refurbished devices program, including the donation and refurbishment process.
* Drive Applications.

### **KPIs & Metrics:**

* Page Views
* Unique Visitors
* Average Time on Page
* Bounce Rate
* Scroll Depth
* Heatmaps
* Conversion Rate

### **SEO Sections**

**Title Tag** (50-60 characters): Computers 4 People - Apply for a Free Computer

**Meta Description** (150-160 characters): Apply for a free refurbished computer. We provide donated devices at no cost to people in need. Windows 10 OS. NYC. NJ. MA.

**Primary URL:** [computers4people.org/programs/refurbished-devices](http://computers4people.org/programs/refurbished-devices)

**Secondary URL:** computers4people.org/apply-for-a-computer

### **HEX Codes:**

| **Primary Colors:** | **Secondary Colors:** | **Neutral Color Palette:** |
| --- | --- | --- |
| Kelly Green: # 17DE43  Black: # 000000  White: # F3FFF3 | Deep Prussian Blue: # 1C3664  Daffodil Yellow: # F8E854  Forest Green: # 00624B | Ash Gray: # A6A6A6  Silver Mist: # D6D9D6  Sage Mist: # BFCBBF |

### **Landing Page Copy**

[Above the Fold]

**Title (H1 Tag):**

**Image**:

**Image Alt Text:**

**Description (160 characters)**:

**Primary CTA:** Apply for a device

**Secondary CTA: [**None]

[Info Widget]

**Title (H2 Tag):**

**Image (Right-Aligned)**:

**Alt Text**:

**Description (150 characters):**

[Info Widget]

**Title (H2 Tag):**

**Image (Left-Aligned)**:

**Alt Text**:

**Description (150 characters):**

[Hover Reveal Widget]

**Title (H2 Tag):**

**Description:**

[Hover Card #1 ]

**Title (H3 Tag):**

**Image**:

**Image Alt Text**:

**Description(105 characters):**.

[Hover Card #2 ]

**Title (H3 Tag):**

**Image**:

**Image Alt Text**:

**Description (105 characters):**

[Hover Card #3 ]

**Title (H3 Tag):**

**Image:**

**Image Alt Text:**

**Description (105 characters):**

[Hover Card #4 ]

**Title (H3 Tag):**

Image:

**Image Alt Text:**

**Description (105 characters):**

[Hover Card #5 ]

**Title (H3 Tag):**

**Image:**

**Image Alt Text:**

[Feature Widget]

**Title (H2 Tag):**

**Description:**

[Feature Card #1 ]

**Title (H3 Tag):**

**Image:**

**Image Alt Text:**

[Feature Card #2 ]

**Title (H3 Tag):**

**Image:**

**Image Alt Text:**

[Feature Card #3 ]

**Title (H3 Tag):**

**Image:**

**Image Alt Text:**

[Program Feature Widget]

**Title (H2 Tag):** Acquire the skills needed to thrive digitally

**Image (Right-Aligned)**:

**Alt Text**:

**Description (150 characters):**

**We’re ona mission: We collect unused devices, refurbish them for those in need, and responsibly recycle the rest, turning e-waste into new products for a sustainable future.**