**Kinetic Spark Fitness – Client Requests**

**Changes Made**

Thursday March 28, 2019

* The letters following my name need to include Member CETI.

Made the list of certifications following your name the same on all pages.

“Meet Reba” button was broken (linked to a file with the wrong extension name, about\_reba.html) Changed to the correct file, about\_reba.php

* \*The “Home” page needs to be rewritten so that the words teenager and child are not in the list of the targeted population. So, maybe it could say something like: *“*Whether you are a parent, a senior, fresh from orthopedic rehab, experiencing a cancer diagnoses, or have a medical condition,

Changed to: Whether you are a parent, a senior, fresh from orthopedic rehab, experiencing a cancer diagnoses, or have a medical condition, Reba can help you reach your fitness goals – One session at a time.

Changed spacing of this whole text so it looks better across all devices.

* I am not crazy about the “About” section, yet. Can you please include information regarding being a functional aging specialist and a cancer exercise specialist? I also have a certificate from Cornell University in Plant Based Nutrition. It would be nice to include that.

This is just a suggestion: How would you feel about your “About Reba” section being more personal, explaining what you love about your job and why you’re passionate about it? Right now, you have the paragraph version of your certifications, and then directly below it, a bullet-point list including the same information. What if the “about me” paragraphs highlighted information about what you are passionate about, then below are all your certifications (I will add in the certs you requested above) and then underneath the bullet-points or on the FAQ page, I can write short descriptions about what Functional aging and cancer exercise training is!

* I would also like to add in the part that says that I have five adult children, that I also have four grandchildren.

Added!

* So, if I’m scrolling though “Find your plan...” and click on “More” it doesn’t seem to take me anywhere (on my IPad ). At one time it simply took me back to “Find your plan...” Neither of those responses seems appropriate to me. If I see private sessions described, and I hit “More” shouldn’t it take me to rates for those sessions, or philosophy or something on that order? What are your thoughts? What is doable with the software?

The link connected to the ‘More’ button had the wrong extension (services\_and\_rates.html) when it should have been a .php extension (services\_and\_rates.php). All three links are now fixed and the buttons work. I also added a line of code that opens the services and pricing page in a new tab when they click on the “more” button, so the viewer doesn’t lose their place if that’s not the info they need.

**Changes Needed**

The following is just for your information - you can word it however it flows best:

* A functional aging specialist is equipped to come alongside individuals who are feeling challenged to gain and maintain their fitness as their bodies change with age.
* I am a member of the Cancer Exercise Training Institute. (That’s what the CETI stands for after my name. A cancer exercise specialist is uniquely qualified to work with cancer patients from diagnoses, after surgery and/or through survivorship.
* Just FYI as background: Sometimes, folks look at pricing and chose group training, because it is the least expensive option. It’s not generally understood that a safe experience in a group setting requires some “readiness”. I want to be sure that I don't ever give the impression on my website that a group option is always an option for everybody - as is often the case at the big box gyms. We don't have to come out and say it, per se, I just wanted to give you a heads -up about that. That being said, I have some folks that participate a group on one day, and have two private sessions on two other days. We can mix and match based on readiness, goals, schedules, and finances. Does my website communicate that I am open to working that way? If not, maybe that is something we need to clarify...
* I have some other pictures to choose from for the website. If you think there are any mixed messages visually, I am open to revising the images. I was hoping to communicate that we are real people - not perfect bodies, exercising in a modest environment.