**Web Site URL for Admin**

<https://manage2retain.com/wp-login.php?loggedout=true&wp_lang=en_US>

**User Nsme**

Dbrown

**Password**

Dbrown1122

**Project Scope**

1. To remove the dates on the blog articles
2. To remove the “© Copyright 2022 designed by Web Solution Experts” at the bottom of every page on our web site
3. To take the site live when page revisions are completed . I will identify what back end pages are currently live as these are the final pages we want edited as they would already have some of the keywords and SEO optimization work in place.
4. I will need contact us lines and links as shown below on every page
5. To create a design layout that is open (not congested) and simple to read and navigate – has different locations of text blocks and graphics
6. Need to have completed site that allows me to make edits as required to text and information and graphics
7. I have shown an outline of the block text content for the home page and for the balance of the site pages I have shown the current duplicate page with my edits and revisions that has the required text
8. Need to have a standardized common appearance across the web site pages
9. To create open, engaging and appealing web site pages that have the reduced and revised content as shown below in text and links complimented with key graphics , headings, content formatting . It may make use of bullet points, columns , etc when and were appropriate.
10. Use reference web site examples as submitted before- shown here

<https://www.bowlineinc.ca/>  
<http://www.sidepix.com/>

**Please let me know if any questions from your end – I can provide guidance on images and graphics as required but these are mainly people/business focused**

**Home Page**

Main Image – Would like this to be large but is it possible to see the main header and start of the text above the fold?

A person in a suit holding his jacket over his shoulder

Description automatically generated

My attempt at home page revisions - <https://manage2retain.com/home-copy/>

Need to keep the text, certain images, the video and the form at the bottom but I don’t like the appearance and would like a cleaner more open look as per examples I sent

**Title**

Manage2Retain – Main Heading

Boost Employee Retention and Reduce Absenteeism – Smaller Heading

**Text Block One**

Why It Matters- Main Heading

Bullets with 1st text bolded and larger font size

**Cost Savings:** Reduce high recruitment, training, and overtime costs.

**Operational Efficiency:** Minimize disruptions, encourage innovation and maintain high-quality work.

**Employee Morale:** Enhance engagement and productivity.

**Strengthen Brand and Culture:** Attract and retain top talent in a competitive market.

Image beside text – the business lady thinking pose

**Text Block Two**

The Workplace Has Changed! – Main Heading

Two sentences with large font (Would like to keep the larger font size standard and equal on all pages

Employees now prioritize work-life balance, mental health, meaningful work, career growth, a positive culture, and flexibility. Addressing these needs is crucial to retaining top talent.

We help employers build rewarding career experiences to reduce employee turnover and absenteeism rates and associated costs. Imagine the benefits of a workplace culture that attracts and retains talent!

**Text Block Three**

Our Solutions – Main Header

Focus where you have the most impact on retention: The Manager, Employee & Team Level!- Sub Heading

Rest show – similar to the example page

Transform Your Workplace with Manage2Retain- Subheading two

**Manager Coaching**

Boost leadership skills and enhance team performance.

**Employee Engagement Programs**

Foster a positive work environment to boost morale and productivity.

**Retention Analytics**

Utilize data-driven insights to identify and address retention risks.

**Customized Workshops**

Interactive sessions on communication, conflict resolution, and team-building.

Ready to Transform Your Workforce? Subheading Three

[Contact us](https://manage2retain.com/contact-us/) today to discover how Manage2Retain can help you create a thriving, engaged, and loyal workforce. Let’s build a better future together.

**Text Block Four**

Keep background color or something different –

Benefits:

* Lower turnover costs
* Higher productivity
* Improved client satisfaction
* Stronger brand reputation
* Enhanced employee morale

[Contact Us](https://manage2retain.com/contact-us/) To Transform Your Employee

Retention Strategy

“Leadership is Measured in the Hearts of Those Who Follow” Heart of Champions

Keep Form at Bottom

**About Us Page**

My attempt at page revisions - <https://manage2retain.com/about-us-copy/>

Keep text the same – Need to improve layout and appearance

Image pictures are in the media library or you may have some of your own– can use what you like to add graphics BUT these need to be people centered

The copy links provided are my attempts at revisions – All of the original site pages are show at [www.manage2retain.com](http://www.manage2retain.com) and once revisions are finalized we need to go live on the pages and urls for the current site pages

**The Business Case – Change title name to “Employee Turnover & Absenteeism Causes & Costs”**

My Page Attempt - <https://manage2retain.com/the-business-case-copy/>

Keep text the same – yet need much better appearance and layout. I would like to somehow make this more open and clean but keep the same content and same/similar images

NOTE: for this page I will be adding hyperlinks to the Absenteeism and Turnover costs calculators – To be provided

**QUICK COST CALCULATORS - FIND OUT YOUR DOLLAR LOSSES!**

**Absenteeism Cost Calculator**

**Turnover Cost Calculator**

**Services and Solutions**

My Page Attempt - <https://manage2retain.com/services-and-solutions-copy/>

**Partnership Page**

My attempt – Actually like this page so should not need a lot of work – maybe make it consistent in terms of appearance with the other pages - <https://manage2retain.com/partnerships-copy/>

**Manager Workshop**

My Page Attempt- <https://manage2retain.com/manage2retains-manager-workshop-program-copy/>

**Assessments**

My Page Attempt- <https://manage2retain.com/assessment-tools-and-support/>

Would like the site to be appealing and engaging

Feel free to use different fonts and colors to optimize site appearance and encourage readership