

Pros and cons					
Website	Index	Who I am	Service	Newsletter / Blog	Contact Us
FEMMEINVEST	Everything is on the index page, making it difficult to find important information. There are too many customer voice examples on the index page. The service sneak peek is not easy to read.	OK	The lack of a dedicated page for services is strange. The index page included a 'sneak peek,' but it was too small to read on mobile.	Nice articles including recommended books	OK
FINELLES	Nice use of the index page to keep information concise, while maintaining detailed content on other pages.	OK	Having a separate page for Services makes it easy to find what is important. Additionally, the use of sub-navigation for investment coaching and 1:1 financial coaching was well executed (though difference was a bit unclear at first sight)	Having a category sub-navigation at the top of the page seems nice: Subcategories at the top (Buy & Save, Financial Tools & Apps, Property, Invest, and Prevention	OK
Corinne Brecher	The strong reference to statistics was quite encouraging. However, the inclusion of social media on the index page seemed excessive. Similarly, while having YouTube content on the index page is acceptable (since customers don't often read), the story about her on the index page is too long.	Compared to the 'About Me' section on the index page, this page was less noisy. The inclusion of a hobby was engaging.	Providing details of the modules was good, and they were easy to find. Overall, the content was a bit too wordy.	Having the blog and newsletter pages separated is noticeable, but I'm not sure what the purpose is.	OK
Invest like Aysha	Starting with an action button for a 'free class' above the fold seemed excessive. However, placing another action button after the 'How to Start' section (below the fold) seemed very effective.	About me was on Index. While the use of engaging photos is nice, the content is too long to be on the index page. It would be better to have a separate page.	Nice use of icons to provide a visual summary of the service.	NA	NA
IWT	It's very easy to find information. The engaging photos and well-designed action button add appeal without looking too noisy.	Nice use of both icons and photos. Additionally, the photos are not just portraits, but show him in action (with clients or working at his desk).	The page starts with a 'See All Courses' action button, followed by a photo of him smiling with his clients. Then, the Featured Courses are displayed, followed by all the courses. This layout makes it easy to find information.	Starting the page with a 'Subscribe' option (free) is a good choice. Setting up subcategories such as 'Career,' 'Personal Finance,' etc., makes it easy to find the relevant articles.	NA

Website	Structure	Navbar	Footer
FEMMEINVEST	Index Welcome page Who I am 30 minute zoom call Sneak peak Customer voice Newsletter subscription	Welcome page Who I am Newsletters World Femal Invest Member Contact Login Social Media (LinkedIn / Instagram) Language	Index Who I am Contact link to the index page
FINELLES	Welcome page Who I am Customer voice Summary	Services Blog About us Contact	Home Contact Media (press) Data Protection Policy Privacy Policy Services Investment coaching Individuals Financial coaching
Corinne Brecher	Welcome page Statistics of femal investment About me Link to YouTube video Customer voice Social Media	Start Services (Portfolio managemet) Who I am Blog Media (press) Newsletter Contact	Instagram LinkedIn Advisory services Address Contact button
Invest like Aysha	Welcome page Action button: free class Client logos Reasons to invest Characteristic of the service Customer voices How to start: action button Who I am Action button: watch free class	Home Try free class	Copyright Home Login Terms & Conditions Privacy Policy email
IWT	Welcome page Action button: Netflix Logos from media (press) Summary of service Customer voices Newsletter subscription (free)	Home About us Blog Books Podcast Netflix Programs	Logo Contact Us Blog Careers Student Login Social Media Copyright T & C