**My Notes**

* Moveactive class for active menu item
* Change hover and active color for the menu icon using the bg of header
* business area -hr, sales, index-2nd phase
* industry - entertainment-2nd phase
* our work - 2nd phase

**Tech**

* ~~Change the WOWSOME logo on header to use the white/ inverted version.~~
* ~~Adjust the font sizes to even number of pixels.~~
* Link available Industry/ Business Area pages in the main menu. For the pages not ready yet, link them to a compilation of blog posts by corresponding topic.
* On mouse over / hover, change the text color according to the background element color.
* ~~Position the Menu Dismiss Icon (X) right on top of the Hamburger menu icon.~~
* Adjust Opacity and Blurring for images in the menu.
* ~~Limit the header text to 2 lines~~
* Use 16:9 aspect ratio for videos
* Increase the size of the video thumbnails
* Port the videos to our own platform from YouTube
* Alongside videos, decrease the width of the text content area and increase the width of the video content area.
* Adjust Z index value of client photograph on testimonials.
* Research and plan Hubspot API for content display
* ~~Disable button to access the gallery of videos~~
* Implement Social Sharing functionality on blog posts.

**Design**

* Add graphics and images for pages besides the Home Page.
* Collate 4-5 latest videos.

**Content**

* Define a consistent scheme for “Know more” CTAs. Keep context of lead magnets and further information in mind.
* Remove Interactive Print CTA from Marketing Page.
* Remove App download links from non Publishing pages.
* Add multiple case studies on the marketing page
* Personalize the messaging for the persona instead of the function on Buyer Persona pages.
* Merge incorporation and inception on company timeline
* Include testimonials from old and new clients.
* For the universal email sign up in the footer, change the copy to use Mixed Reality.