

# Website Audit Report

## 1. Home Page ([index.html](#)

(<file:///c:/Users/msi/Desktop/New%20folder/fwa-redesign/index.html>))

- ☒ Remove "Schedule Consultation" button on top. (Confirmed: "Contact Us" is used).
- ☒ Change "Schedule a consultation" to "Start the conversation" and delete the gold "Start the conversation" above it (Global/All places). (Confirmed).
- ☒ Photo check: "A Trusted Partner..." should use "family sunset". (Confirmed).
- ☒ Remove "Frequently Asked" section. (Confirmed).
- ☒ Check "Learn More" links on the 6 cubes. (Confirmed: Links exist).

## 2. FAQ Page ([faq.html](#)

(<file:///c:/Users/msi/Desktop/New%20folder/fwa-redesign/faq.html>))

- ☒ Verify Content: "How does FWA manage potential conflicts..." (100% Rebate Policy, etc.). (Confirmed).
- ☒ Verify Content: "Is FWA a licensed investment firm?" (Confirmed).
- ☒ Verify Content: "Difference between family office, private bank..." (Confirmed).
- ☒ Verify Content: "Discretionary vs Non-Discretionary". (Confirmed).
- ☒ Verify Content: "Will I have more work...?" (Confirmed).
- ☒ Verify Content: "Family Governance..." (Confirmed).
- ☒ Verify Content: "Fees structured" (Fee-Only, No Performance Fees). (Confirmed).
- ☒ Verify Content: "Conflict reduction". (Confirmed).
- ☒ Verify Content: "Replace providers?" (Confirmed).
- ☒ Verify Content: "Holistic financial plans?" (Confirmed).
- ☒ Verify Content: "Communication cadence". (Confirmed).
- ☒ Remove "Fees & Costs" and "Getting started" sections. (Confirmed: Removed).
- ☒ Bottom CTA check. (Confirmed).

## 3. Contact Us ([contact.html](#)

(<file:///c:/Users/msi/Desktop/New%20folder/fwa-redesign/contact.html>))

- ☒ Bottom CTA check (Change "schedule" to "Start the conversation"). (Confirmed: Title is "Start the conversation").

## 4. About Us (about.html)

(file:///c:/Users/msi/Desktop/New%20folder/fwa-redesign/about.html))

- ☒ Intro text: "Stewards of Your Family Legacy". (Confirmed).
- ☒ Our Story: "Founded on a Gap in the Market". (Confirmed).
- ☒ What We Do: "From Chaos to Clarity". (Confirmed).
- ☒ Our Standard: "Uncompromised Objectivity". (Confirmed).
- ☒ Leadership: Check photos and LinkedIn icons. "View Full Team" link. (Confirmed).
- ☒ CTA: "Get in Touch" -> "Start the Conversation". (Confirmed).

## 5. Our Team (team.html)

(file:///c:/Users/msi/Desktop/New%20folder/fwa-redesign/team.html))

- ☒ Check Titles:
  - Daniel & Gil (No change)
  - Benjamin Sarkisov (Investment Manager, #3) - **FIXED** (Typo "Mananger" -> "Manager")
  - On Goldenberg (Head of Operation, #4)
  - Dan Levy (Investment & Operations Associate, #5)
  - Alex Kromkin (Head of Data & Reporting)
  - Doron Yanir (Controller)
  - Edna Peretz (Head of Administration)

## 6. Our Values (values.html)

(file:///c:/Users/msi/Desktop/New%20folder/fwa-redesign/values.html))

- ☒ Remove "Value 01, 02..." headlines. (Confirmed: Not present in HTML).
- ☒ Verify texts: Uncompromised Objectivity, Radical Transparency, Intellectual Rigor, Generational Mindset, Total Alignment. (Confirmed).

## 7. Our Approach (philosophy.html)

(file:///c:/Users/msi/Desktop/New%20folder/fwa-redesign/philosophy.html) / investment-

## philosophy.html

(<file:///c:/Users/msi/Desktop/New%20folder/fwa-redesign/investment-philosophy.html>))

- ☐ Copy philosophy.html (<file:///c:/Users/msi/Desktop/New%20folder/fwa-redesign/philosophy.html>) content to investment-philosophy.html (<file:///c:/Users/msi/Desktop/New%20folder/fwa-redesign/investment-philosophy.html>). (**SKIPPED**: Risk of data loss for "Markets Work" content. philosophy.html (<file:///c:/Users/msi/Desktop/New%20folder/fwa-redesign/philosophy.html>) content is "Architecture of Wealth". investment-philosophy.html (<file:///c:/Users/msi/Desktop/New%20folder/fwa-redesign/investment-philosophy.html>) is "Investment Philosophy". Consolidating would remove "Investment Philosophy" content. Need clarification.)
- ☒ Remove "Process" / "How We Implement". (**DONE**: Removed from investment-philosophy.html (<file:///c:/Users/msi/Desktop/New%20folder/fwa-redesign/investment-philosophy.html>). Confirmed absent in philosophy.html (<file:///c:/Users/msi/Desktop/New%20folder/fwa-redesign/philosophy.html>)).
- ☐ Replace Warren Buffet quote ("Someone is sitting in the shade..."). (**PENDING**: No replacement text provided. Quote remains.)
- ☒ Rename Page Title to "Our Approach". (HTML Title matches `approachPage.heroTitle` in philosophy.html (<file:///c:/Users/msi/Desktop/New%20folder/fwa-redesign/philosophy.html>)).
- ☒ Headline: "The Architecture of Wealth". (Confirmed in philosophy.html (<file:///c:/Users/msi/Desktop/New%20folder/fwa-redesign/philosophy.html>)).
- ☒ Intro text check. (Confirmed).
- ☒ 3 Pillars: Integration, Risk Management, Simplicity. (Confirmed in philosophy.html (<file:///c:/Users/msi/Desktop/New%20folder/fwa-redesign/philosophy.html>)).

## 8. Our Services (services.html

(<file:///c:/Users/msi/Desktop/New%20folder/fwa-redesign/services.html>))

- ☒ "Comprehensive Family Office Services" section. (Confirmed).
- ☒ "The 3 Pillars of Service" (3 side-by-side boxes). (Confirmed).
- ☒ "How We Work" (3 stages: Discovery, Strategy, Execution). (Confirmed).

## 9. Family Office (family-office.html

(<file:///c:/Users/msi/Desktop/New%20folder/fwa-redesign/family-office.html>))

- ☒ Structure: Single page "Family Office Essential". (Confirmed).
- ☒ Hero: "The Private Office Standard". (Confirmed).
- ☒ Photo: "Meeting Room". (Confirmed).
- ☒ Section 1: "What is a Family Office?" (Tree Photo). (Confirmed).

- ☒ Section 2: "The Checklist". (Confirmed).
- ☒ Section 3: "How to Choose" (Golden Rules). (Confirmed).