

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).