**Kate’s January 6th Suggested Edits to Organize & Simplify Website**

**General**

1. Please change the font size of Organize & Simplify on each page to be the same as that used on the Home page.
2. When I view the website on my phone, I notice that some of the photos on Our Services and the Testimonials pages get stacked on top of each other with no white space in between.

**Home Page**

1. Please delete the period at end of first sentence in capitals – it’s the one that says PROVIDES RESIDENTIAL MOVE MANAGEMENT AND HOME ORGANIZATION SERVICES…

NEW CHANGE: Could you please reorder Move Management and Home Organization Services so it reads:

PROVIDES HOME ORGANIZATION AND RESIDENTIAL MOVE MANAGEMENT SERVICES IN BURLINGTON, OAKVILLE, MILTON AND SURROUNDING AREA

1. Please place a period at end of last bullet in Our Mission
2. In Our Mission, please delete ‘where appropriate’ and move position of comma so that it reads:

We do that by providing expert advice, an extra set of hands, and we employ professional project management practices so you can feel confident that all the details are taken care of.

1. Please change sentence under Our Code of Ethics to:

The below code of ethics embodies the spirit and actions of Organize & Simplify:

It now has an extra colon which should be removed.

1. Please format the last two bullets under code of ethics to:

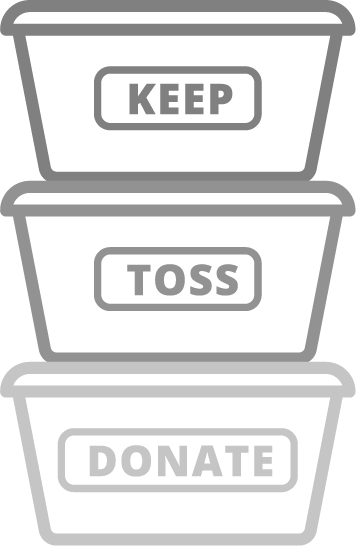
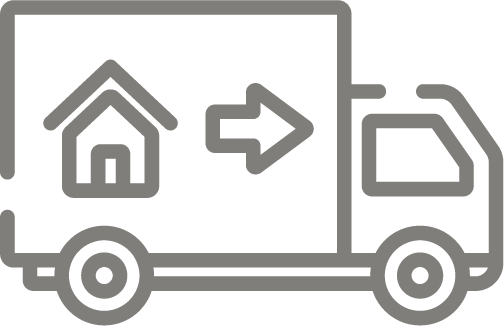
* Accountability, and
* Integrity. This period is missing.

**Our Services**

1. Please change colouring of secondary logo to pinky colour instead of the beige, but given my next item I’m now thinking this should be replaced with the standard Organize & Simplify pinky banner as per the other pages.
2. What I was hoping to see was that this page would simply have the two icons with the words above them as roughly shown below, and that these two images (or perhaps it should be the words, or both together?) would be hyperlinked to two individual pages – one for home organization and one for move management.

Thanks Steve. Could you space out the two icons more by adding more white space between them? What do you think about this whole treatment of having the icons link to more detail – is this a good idea or a bad idea?

**Home Organization Move Management**

For the home organization page,

1. under the section starting with “We will provide you with”, please change the wording of the 5th bullet to:

Removal of one car-load of items to be disposed or donated, per session.

1. The positioning of the bullets belonging to the ‘areas organized’ section need fixing.
2. I would like to move the content of the Assurances and Discounts section to the Rates page, so please delete it from this page.

I think the top photo on the Home Organization page looks lost, and the bottom photo is about moves so if possible, I would like that one replaced with a different photo. I think there was a different second one that was previously on this page.

For the move management page, I don’t have text yet. Can this just say ‘Under Development’ or something like that? Perhaps this should be stated on the landing page for Services?

**Our Rates**

1. Please insert $60/hour for Residential Move Coordination
2. Please change the text to:

Discounts available when you book four or more sessions.

No cost for removal of one car-load of items to be disposed or donated, per session. The second half of this sentence needs to be updated.

No cost for making pick-up arrangements for ~~accepted~~ (New change: please delete this word)donations of furniture items accepted by charities such as Habitat for Humanity, The Furniture Bank, Rotary Club of Burlington North.

We are fully insured and abide by a strict code of ethics.

Ready to find out more? We offer flexible hours and can accommodate your schedule.

Contact Kate now to book a free phone consultation. (insert Contact Us button)

The whole Assurances & Discounts section can be removed since the content is all covered in the above.

**Our Team**

1. I’ve been struggling with how to present myself – as a leader of a team or as a sole entrepreneur? I think I’m going to go back to the latter, so please change the heading back to ‘About Me’.
2. Please capitalize Owner above my photo.
3. Please add a period to the end of the second paragraph.
4. Please change the third paragraph to:

My education includes two university degrees, and I have earned the Project Management Professional (PMP) and Lean Six Sigma Green Belt (LSSGB) designations. I have also completed the Professional Organizers Training with the Professional Organizers of Canada.

1. Please delete the word ‘Designations’

**Testimonials**

1. Please collapse the first two paragraphs of Nancy’s testimonial and change the location of the more button so the following is visible:

I’m a person who likes a tidy kitchen. But don’t open a cupboard door or you might encounter an avalanche of disorganization. At least that was the case until I hired Kate Johnston of Organize & Simplify.

Nancy’s testimonial needs quotation marks

*more ●●●*

1. In Kathleen’s testimonial, please
   1. Move the ending quotation mark from the end of the first paragraph to the end of the last paragraph – Please delete the quotation mark from the end of the first paragraph
   2. Change Grandparents to grandparents