**Sublee Landing Page Copy Edit**

Follow powerpoint template for guidance; if you have any questions let me know

Homepage

1. Can we see what it looks like if the background is not green; instead:
   1. Make tagline green
   2. Rest of the font black; thicker letters
2. If we keep the green background, then:
   1. Make “Subletting simplified” larger
   2. Make supporting text “Sublee makes…” larger and in white, the black doesn’t read well against the green
3. Picture on the right; will get you a nicer image
   1. Lets raise the image a bit so that when you land on the first page, you can see the entire picture

How it works

1. How it works should not have a period at the end
2. “Sublee is designed”…; can you make this run across the page and not center the font?
3. Lets make the icons and the text smaller; spread the icons out further from each other to be uniformly distributed across the page
4. Change wording from 🡪 to
   1. Marketplace 🡪 Search our marketplace of listings
   2. Connect with Interested Tenants
   3. Verification, Notification, Approval 🡪 Get Verified and Approved
   4. Agree to terms and sign
   5. Submit payment and relax

For Tenants (icons and text should match the same size as “Sublet Seekers)

* 1. Switch “For Tenants” to “Current Tenants”
  2. The link in the header bar is linked to the wrong pages;
  3. For tenants should bring you to the page beneath “How it Works”, just reverse the link
  4. Run text across the page, not center in the middle
  5. Icons
     1. Payment handling icon is not displaying
     2. Need to be smaller; they take up the entire page and it its too crowded
  6. **Can we follow powerpoint layout?** - I thought we were going to make this page have all the icons on the left, with a picture on the right side and a CTA beneath the picture? Can we do that? I was thinking the benefits would be a list view (see power point for details)

Sublet Seekers (icons and text should match the same size as “ For Tenants”)

* 1. Run text across the page, not center in the middle
  2. Text should read…: “Stay a while – actually, stay for however long you want; find the right lease, for the right length of time”
  3. Icons
     1. Make **icons smaller**, make **text** **bigger**
     2. Spread the icons equally across the page so that they’re more spread out, text isn’t so grouped and icons have room to breathe from each other
  4. **Can we follow powerpoint layout?**

1. **About Us**
   1. **Use green background and make the font bigger; this is communicating the story, this shouldn’t be small font**
   2. **Lets make the green background a little transparent with the text in white large and across the entire “About Us” page**
   3. **We need to really communicate what we’re doing**
2. **Sign up forum page**
   1. Some text fields are hidden as passwords when you type; change this to display text:
      1. First name
      2. Last name
   2. Remove Address and Zip code
      1. Don’t want to sketch people out by asking for their address
      2. This is landing page, we’ll reach out to them through email
   3. Keep province
   4. Tell us about your lease situation
      1. Change to 🡪 “Tell us how we can help you?”