

# Netzero

## Website Structure and Content Requirements

### Key Components

- Brand Showcase: Interactive carousel featuring partner and client logos
- Success Stories: Engaging customer testimonials and case studies
- Comprehensive Services: Consulting, carbon credit generation, documentation, and registration

### Content Essentials

- Compelling Tagline: "Empowering Sustainable Futures with ERM"
- Visual Storytelling: High-quality images and infographics illustrating our impact
- Service Descriptions: Detailed, benefit-focused explanations of our offerings
- Client Testimonials: Authentic reviews highlighting tangible results

### Core Pages

- Home: Engaging landing page showcasing our mission and key services
- Contact: Easy-to-use form and direct contact information
- Services: In-depth breakdowns of our sustainability solutions
- Insights: Regular blog posts on industry trends and best practices
- Solutions: Dropdown menu categorizing our product offerings
- About Us: Team profiles with integrated scheduling via Calendly
- Portfolio: Showcase of successful projects and their environmental impact

### Enhanced Features

- User Portal: Secure login for clients to access personalized dashboards
- Interactive Carbon Calculator: Tool for visitors to estimate their carbon footprint

## Dashboard Improvements

- Streamlined Project Submission: Intuitive, step-by-step process for users
- Advanced Admin Controls: Comprehensive management tools for administrators
- Agent Access: Dedicated login and interface for ERM agents
- Analytics Integration: Real-time data visualization on admin dashboard
- Project Feasibility Assessment: Detailed analysis and viability scoring
- Enhanced Project Management: Tracking with title, fields, description, category, and status (Initiated, In Progress, Completed)