

Company	<b>AMBER ROSENBERG – PACIFIC LIFE COACH</b>	<b>LOVE YOUR MISSION</b>	<b>MANDY HAMILTON</b>
Company history	<ul style="list-style-type: none"> <li>- 20+ years coaching</li> <li>- Started w/ Fortune 500 and non-profit</li> <li>- Now does life, career, leadership coaching</li> </ul>	<ul style="list-style-type: none"> <li>- Not given</li> </ul>	<ul style="list-style-type: none"> <li>- Not given</li> </ul>
Features	<ul style="list-style-type: none"> <li>- Free phone consultation</li> <li>- Extensive background</li> </ul>	<ul style="list-style-type: none"> <li>- Consistent fonts &amp; Colors</li> </ul>	<ul style="list-style-type: none"> <li>- Free 30 minute session</li> </ul>
Pain Points	<ul style="list-style-type: none"> <li>- Busy website, too much information</li> </ul>	<ul style="list-style-type: none"> <li>- Bad layout, stuff is all over the place</li> <li>- Prices not listed</li> <li>- Services are listed but hard to spot</li> </ul>	<ul style="list-style-type: none"> <li>- No pricing</li> <li>- “About” page is long-winded</li> <li>- Non-clickable links</li> </ul>
Website features	<ul style="list-style-type: none"> <li>- Services and pricing listed</li> <li>- General coaching information included</li> <li>- Resources page</li> </ul>	<ul style="list-style-type: none"> <li>-Resources links</li> </ul>	<ul style="list-style-type: none"> <li>- Clean visual design (except multiple fonts on “about” page)</li> </ul>