**Homepage**

* try out new banner image, match the color of the banner, try out new overlay, use a more crowded hackathon picture
* Clear message - overview of what a hackathon is and what we do
* gears spinning, loose the background, gears teal
* why have a hackathon - 6 reasons why do have a hackathon
* Clear CTA - Plan a hackahton
* Why Hackworks?
* *(Testimonials)*
* Partners and sponsors
* Footer
  + - Newletter
    - gallery
    - social deef

**\*Content - What we need - writing**

**\*What art assets do we need**

**Overview**

**Pages**

* Expertise
  + - our expertise
    - overview of all our expertise
    - overview of our services
    - what makes us unique and brilliant
* Hackworks
  + about us
    - clear description
      * Link to: services,expertise
  + meet the team/ join the team
  + contact
* Successes
  + - GCA success case study
    - CODE success case studies
    - logos of past sponsors

**About us page**

**link off to meet the team, contact, hiring,**

**Gallery**

* different types of pics
* sponsor logos
* showing off as many different venues as possible, selection of pictures from every venue
* watch out for images that show off the same thing to much (code hoodies)

AFter the hack is important, what becomes of our hackathon apps

hackathons are a funnel, narrows down to the best, from 100 - 10, then the accelerator brings you from 10 - 3, then you go down to funding just to 1

**who is our audience?**

Potential Clients

Potential participants

Potential sponsors

**What are people using our website for?**

Clients coming to learning more about hackathons, their benefits, and how to host one. Plan a hackathon.

**Client visits the webpage**

What is a hacker?

what is a hackaton?

Why use a hackathon?

**Potential Blog Pieces**

What is a hackathon?

why a hackahton?

**Homepage**

**Target Audience:** Clients looking to learn more about hackathons and to hire a company to plan a hackathon for them.

**Clear message - overview of what a hackathon is and what we do**

**why have a hackathon - 3-6 reasons why do have a hackathon**

* developer engagement
* corporate branding
* innovation and product development. Investment Opportunities.
* The common good & Community engagement
* Finding Talent - Recruitment
* Idea/Solution Generator

**Clear CTA - Plan a hackahton**

**Why Hackworks?**

**Our past Work and past sponsors**

**Our hackathons page**

* List of our hackathons and how to participate
* delete page for now and have code and gca in their seperate pages

**About page**

* **Clear overall description**
  + **how long have we been around**
* **What do we do? Services**

**Services page**

* Detailed list of our services
* our expertise slide
* list all the aspects of our services

**Team page (dont need it yet)**

**Blog page**

* social feed

**Hackworks Nav bar button. (has drop down)**

**Nav Bar**

* Hackworks
  + about us
    - clear description
      * Link to: services,expertise
  + meet the team/ join the team
  + contact
* Services/Our Expertise
  + - our expertise
    - overview of all our expertise
    - overview of our services
* Successes
  + - GCA success case study
    - CODE success case studies
    - logos of past sponsors

**Case study on the success of CODE?**

* **problem**

**Mailing List**

**-bottom of homepage**

**-about page**

**Footer**

* **terms**
* **privacy policy**
* **contact us**
  + **phone number**
  + **email**
* **Media Section**

**Videos for youtube**

**GCA 2**

**GCA 3**

**GCA 4**

**The Gabe finale video, GCA 3**

**CODE 2014**

**CODE 2015**

**Flickr**

research flickr

Upload images once and use in mutiple pages.

**Pattis Notes**

who:

* potential clients
  + what is a hackathon?
    - One sentence blurb about what a hackathon is. (Lydia)
  + why a hackathon?
* potential participants
* potential sponsors
* media
* employees

the six sections:

* developer engagement
* corporate branding
* innovation
* product development & investment opportunities
* recruiting
* common good & community engagement

about us

* meet the team
* contact
* hiring

expertise

successes