Goals of website edits:

1. Simplify messaging for our core audiences; especially entrepreneurs
2. Tweak content to better draw SEO traffic

Priority List:

1. **Resources Page:** new page under #StartupCBUS
   * To include a categorized list of resources.
   * Andrea to finalize content.
2. **Entrepreneurs Page** 
   * This page should speak specifically to the niche that we solve
   * Message of the entrepreneurs page will touch points on how you can fit, our program, and how to get started
   * Clear call to action to the “get started” form
   * SEO
3. **Funding Page**
   * Update to talk about continuum of funding Rev1 provides. Move it out from under “Entrepreneur” section to replace “Investments” page as top level navigation.
     + Current “Investments” page becomes subpage under “Funding”
   * Link to “get started”
   * SEO
4. **Investment Page**
   * Update with new introduction language about our for-profit investments.
   * List investments as well as average size of investment.
     + Add new NCH Rev1 Fund
5. **About Page**
   * Message should speak more broad to where our program fits for our audience personas, and how we work as a hub
   * Link to #StartupCBUS
   * Impact report CTA visual on sidebar
   * Power of one video under ^ on sidebar
   * SEO
6. **First Connect Page**
   * Add additional content on advisors, experts, talent, and customers.
     + Link from Experts area to Partners page sored for experts.
   * Add call to action at end: ‘why you should get involved in our first connect program’
   * Add sidebar graphic: first connect impact stats (use graphic from First Connect newsletter)
   * SEO
7. **Accelerate Page**
   * Turn this into ‘How we work” sub page on Entrepreneur section
   * Overall message should speak at a high-level to what an engagement means with Rev1 – goal is building great companies, not just great products.
   * Based on five holistic areas: Product, Market, Business, Capital

Inspired by the “process” on the Cincy Tech page turned into “how we work”

* + SEO

1. **Portfolio Pages**
   * Build out a page for each company
     + Will draw upon current site architecture from current portfolio page database but will have additional connect added
   * Clara to provide wireframe and content for these pages.
   * Buckeye to create from our wireframe.
   * SEO
2. **#StartupCBUS Page v2**
   * Expand current page to include additional content beyond the hashtag. See StartupCincy.com main page for inspiration.
     + Replace “we are reading” with “resource categories,” with a link to the full resources page (Rev1 is creating)
     + Events on the left, similar to Startup Cincy
     + Sign up box to get Events newsletter to inbox.
     + List four events based on date (soonest), then link to existing events page
     + Live #StartupCBUS feed on the right, similar to Startup Cincy
     + Use existing #StartupCbus feed
   * Everything on this page will be under the brand of #StartupCbus, but will be powered by Rev1 Ventures (with a #StartupCBUS skin)
   * SEO
3. **Corporate** 
   * Add new top level area focused on Corporate innovation and how we engage the corporate base
   * Consider where innovation partners would go
   * All other partners move to under About?
4. **Get Started Page**
   * Overhaul form
   * Add ‘don’t fit?’ or other option
   * SEO