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