

**HOME PAGE** has 1-2 paragraph high level positioning of business and services. Perhaps 3-5 second flash intro of “Clarity is Critical”.  
 This navigation scheme:

**Company Profile**

This section is one page, with the links below listed at the top of page.

Could use left side nav with drop downs to show sub categories

- Headquarters
- Approach
- Services
- Team

List address, provide email for contact

Positioning. Build on current content; provide ‘mission’ without using that word

Positioning. Describe briefly; links to “Our Services” section

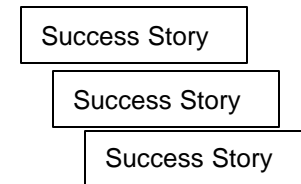
Professional staff

**Our Services**

This is the biggest and most important section; it’s what people really are looking for.

- Tech Manuals
- Software Doc
- Training Prog
- Mktg Collat
- HR Doc
- Web Content
- Presentations

Each service is described, divided into sub categories as needed. Each service links to a “success story” example (pdf). These same success stories can be linked to from recent projects. The examples should be introduced in a Client Challenge > Freund Solution > Result format.



**Recent Projects**

Intro with links to stories

**Our Clients**

List, perhaps by vertical industry or problem solved. Link to success story where possible

**Client Benefits**

List all benefits of outsourcing technical communications to Freund Associates. A table with benefit name followed by description

**Getting Started**

Provide checklist and invite request for proposal

**Contact Us**

Include address, phone, fax, email

