**Comments about the existing WSSI Website:**

Colors and graphics are very dated. The dark hunter green background and the creams look old now and make the website feel dark and depressing. The photos should be meaningful and have impact. The homepage photo at the top of the website with the WSSI graphic in it doesn’t really show anything (plus the WSSI logo is covering up the people). If we are going to use a photo on the homepage, it should be a really good photo of one of our sites that has impact.

I don’t care for the ripped/torn edge look to the website. If feels old and worn-down.

The homepage content needs to be better organized and cleaned up. For example, I prefer a homepage that is generally clean and requires that you select a key link to get information, that way the first initial impression of the homepage is captivating (maybe with a really nice graphic that makes you want to explore more) and not overwhelming with text. News and updates should be a tab at the top like the other links, not right in the center of the homepage (same goes for “events”).

In general, I think the first question that we should be asking ourselves as we develop the “new face of the company” is what do we want people’s first impression of the company to be? How do we want the website to “feel”? It’s very touchy/feely, but I think that if we don’t make a website that is appealing to people, then they just won’t want to even delve into the information on the website.

Text is too small

Banner doesn’t fit

The parts of the page that looks ripped up

The SWAMP THING color background

Portfolio Link hasn’t been updated since 2007

Update all the Services webpages

I like Timmons corporate website. <http://www.timmons.com/markets-and-services/index.asp>

It has solid colors instead of an ugly background image

The logo is small and unobtrusive

I like the nice solid straight lines, as opposed to the torn paper look of our website

There are a couple of animations on the Timmons site that I do NOT like

It just looks clean and professional