

HOME PAGE

Can we add twitter and linked in follow buttons? Our twitter is TheForensicCPAs. A good spot may be where Mark's picture is in the bottom left. Integrate blog headlines and the follow options.

Image box

Can we slow down the advancement? It's hard to read all of it at the current speed. Is there a pause feature we can add?

We absolutely love the first image. It looks amazing! The only recommendation would be to move the font slightly to the right of the picture, and add a little shadowing to the dog to increase the realism. The site has a lot of icons on it, so the picture of the dog serves as a nice balance. For the others, here's some suggestions.

1. What's in a name. We really like the dictionary idea!

- Can we sharpen the font on the words?
- Can we add a shadow under the dog, and perhaps have some wording visible on the left half of the dictionary to make look more realistic? Also, can we try a version with the dog in color to keep the theme of the first picture? The dog may need some airbrushing to keep from offending anyone with his male attributes.
- Like the first picture, if possible, can we shift the text over a little?

2. One of America's...

- I think the Inc. logo may be too distracting for the small area (I know it was our recommendation to add it).
- The results won't be on their website until August 22nd. In the interim, or as a permanent solution, should we do another page that gives more details? The banner could go there. The page could be hidden from the navigation. Another idea is to have a smaller version integrated with the white board somehow. See what you guys think.
- Can we increase the image size (something to have the same impact as the first one)?
- On the whiteboard, can we change to black text? We like the green but don't want to run the risk of overdoing.
- What about adding a lighting effect to the dark blue (kind of like our existing site)? This may make it look more consistent with the first image. It may not look good, but see what you guys think.

3. Wherever you are...

We like the map, but instead of the spotlighting can we try to make it stand out with a different color? Maybe a silver with dark blue outlining? It looks very different from the other 3 images.

Forensic Accounting Expertise

- On some screens, the icons were not fully visible. Can we move them up? Maybe end the "explore" sentence with "below". That will save a line.
- The text is the same as the last part of the about. We will work on changing one of them.

- We don't need the visit our services underneath. Condensing the height of that area would help to ensure the bottom banner is visible on some displays.

Call to action buttons:

Can we reorder as follows:

- New Assignment
- File Center (changed from Status Center so as to not confuse with the new status request)...or do we need it? It will take use to same place as "Client Login" If we keep it, we can switch the icon with Request Reserve. If we lose it, the meter may work better for Request Reserve anyway.
- Request a Status
- Request a Reserve
- Cost of Sales Ratios
- Request a Quote
- Also, if we lose one as discussed above, maybe we can add "Check our regional experience" with a link to the map.

Do you think these should be labeled as "Existing Clients" so a prospect doesn't confuse as something to check out? The only one that applies to a prospect is the last one. We could maybe do away with that one. Let's discuss this and the issue above and see what makes the most sense.

SERVICE

- We will need to write a service intro.
- Will we need one for each general area? Fraud is the only one that has it. i.e. a general litigation page, general insurance page, etc. We can definitely provide them. The other idea is to default to the first subpage and have the left side area have links to others. "Other Insurance Services" for example..."Other litigation services". Let's discuss the best option.
- Can we add imagery to this and the sub pages? What do you guys recommend? Dog or something different?
- Can we make Insurance, Litigation, Fraud stand out more? Maybe something like the icons from the home page in a rectangular shape with the links underneath.
- I'm not sure about the left side items as far as applying to this page and the sub pages. Let's discuss. While we like them, we feel they may take away from the important context with our services. Maybe resizing. We can talk about it further.

Claims Assurance

- With this and other service pages can we add a breadcrumb effect so the user knows generally which area it is? For most it would be obvious but for new people checking us out it may be helpful.
- We don't need request a reserve under the navigation structure for this page.
- With Fast, we like it but it may make the page too long. Would intergrating one of the call to action buttons in the text as "fast" (...think FAST) then having the user click work better? Then maybe have it appear like the Request Reserve form. If we do that, we wouldn't be able to use the quotes, but could use them elsewhere (see comments on About and Not Previously Discussed below)
- Instead of have existing claim...., click here can we customize the sidebar items from some of the choices on the home page? The same would apply to the other insurance

pages. New Assignment, File Center, Request at Status, Request a Reserve. Let's discuss to pros/cons.

Litigation and Fraud

- Do we need a main landing page, or is the idea from Services above the way to go?
- We will need to provide some text for Fraud...Risk Assessments.
- Can we add imagery?
- The only calls to action that apply to fraud and litigation will be request a quote/no-cost call. Can we make a button instead of link? To shorten, the button could say "Let's discuss your case" Then link to a basic form that gives option to call at a certain time or write a message. Same with fraud.
- If we keep a fraud general landing page, can we dress up the links to look more engaging?
- We will need to add the credibility checker (or whatever name we decide on). Will this be a sidebar icon?

Catastrophe Response

- Can we make the headlines/sections stand out more? Maybe with highlighting or sectioning? Maybe do the same with the bullets on Claims Assurance.

Client Tools

- We will need to add other tools to drop down (from the home page)
- We will change the name from Instant Status to Request a Status (we don't have the programming yet from Salesforce in place for the instant feature).
- Let's change the COS feature to "Cost of Sales Ratios" throughout.

New Assignment

- The Names, business name, email and claim number will need to be increased in width to allow more characters. Some get pretty long.
- Can state be made into a lookup like the current site?
- Can we make it so the user is able to upload documents? The form is a Salesforce web-to-case, so it may take some testing/research to determine where the documents go. Or, if it's easier, we can have them emailed to us and bypass salesforce. If we can make this work, we may be able to eliminate the check box, or give the user the choice (upload now, or receive instructions on how to submit). I don't know if the documents can go one place and the form data go to salesforce.
- I don't know if the side bar buttons will apply on this page. Let's discuss.

Calculate your Loss Estimate Ratio

- Change title as noted above.
- We will need to provide a few intro sentences
- Not all industries are included yet, but I assume they will be forthcoming
- This feature is very cool! We are very impressed!!
- We will provide the email write up. Let's talk about how this can be done. Different for each industry?
- Before the email section, let's add some text: "Would you like an email confirmation report of this ratio for your file? If so, enter your email below."
- Don't know if this is possible, or if it would look good, but....if the dog's face were nested above the gray box when it slides out, that would seemingly be unforgettable for the users. Kind of like the blog banner. Just his face on this one. I'm thinking something like

the face from the “Top Dog” pic on the current site. Let us know what you think! It will either be really impressive or corny.

Request a Reserve

- We may need to provide a couple sentences of text as an intro on the form
- We need check boxes for: Loss Estimate and Accounting Fees before comments. This will be where the user requests what kind of reserve.
- We like the lightweight feel and simplicity of the popup form, but there’s a lot of white on the screen with the background is dimmed. Can we make the form have a background with the fill-in areas remaining white. Not sure what would work best. You guys see what you think.
- This form and Request a Status are going to be Web To Leads. Let’s discuss the mapping so we can test. We will need to build out the workflow on our end before we go live.

ABOUT

- Let’s change from About Assurance to just About Us.
- We really like the quote idea. We’ll let you know which to use. Or what do you guys think about a rotating series of quotes? Which would have more impact?
- Can we add some imagery?
- With the side bar items, the top one would not apply.
- We need to change 25,000 to 20,000 (25 was an estimate before we compiled the data for the map).
- In the hover over drop down from the top, we would like to add “About us” and then “Management team,” then “Nationwide Coverage” Otherwise, without this feature someone would only get to page by clicking the main banner.

Management Team

- Awesome job with the display of each person’s info!
- We may want to see the border done in blue in a mock up if possible to compare.
- We will have 3 pictures for each person in different poses. How will that work with this display? Will one go above and two in the upper right section of the bio?
- Can we add a button for Download CV? We will have to provide the pdf docs.
- We will need to make names consistent. Some have credentials. Since we have a credentials tab, let’s do away with them in the name.
- We can lose middle initials. Also, we can make Jefferey and William less formal and just use Jeff and Bill.

BLOG

- Very nice image on the banner!
- Can we change it to “The Hound Blog”
- On the right panel, can we display tags instead of something oriented around dates? I’m afraid someone might lose interest on something that seems “old.”

- Can dates be taken off? What are your thoughts? Any harm in doing that? It might not be a problem moving forward, but initially loading all of the old one would concentrate the dates. It may not be an issue if we can backdate the existing ones to space them out.
- I have about a dozen posts ready to go. Let me know when I can login to the CMS and paste them.

CONTACT

- On the main contact form, we will need address, phone and fax. Can a smaller (but expandable) map be embedded or would that be too much for the page?
- For the address section, we'll title it is Main Office and Imaging Center, since we have a remote person in the northeast.
- Careers looks awesome! The only suggestion is to try a blue outline similar to new assignment. It might work better with the blue from sidebar buttons.

Map

- This is really cool!
- Can we integrate the interesting facts into the first pop up and just have one? Listing the states is not necessary. I fear some may not want to click down another level. Also, can the popup be outlined in blue. It sort of blends in with the background. OR...
- Another option is to have the stats at the bottom. It would start out with a nationwide total then details would change with each region. That would keep Number of Engagements, Turnaround and Interesting Facts in the message the whole time. Let's discuss which is a better approach.
- Can we add Stat Map somewhere on the page? We were thinking about trademarking the name and the display of those metrics by region.

General

- As far as the order of the navigation bar, we believe it would read better in the order of "Home", "About us", "Services", "Client tools", "Blog", "Contact". We have current clients or prospects that know about our services in the industry, so they are more concerned with "About Us".
- Instead of how can we help, can we have a New Assignment button similar to the "Learn More" with the icon for new assignment from the home page. This is our most used feature on the current site. It would allow users to access from any page without going through navigation.
- Can we add a "Contact Us" green button in the bottom left corner. This was on one of the early homepage mock ups.

Not previously discussed

- Would it be possible to have a ticker symbol at the bottom of the homepage, which will scroll through quotes? How would this look? Would it be effective?
- Logo. We like the logo, but doing test on our letterhead we are finding the ideal size makes it tall and thus we have a hard time keeping the the standard page 1 content of our report on the first page. Can we try another version with dog to side (but not over A) and forensic accounting increased?