



Note: Background should be the Pantone 7427C crimson as seen in exhibit 1. Navigation text could be white and bold.

Note: Bullets represent drop-down menu pages

New logo

Note: Make the logo "clickable" to the home page.



About Us

- Powered by LPL
- Advice & Services

Clients

- Wealth Vision
- Account View
- Forms

Our Team

- Craig Arfsten
- Steve Booren
- Michelle Conlon
- Greg Horstman
- Jenelle Jefferey
- Kathy McCleary
- David Morrison
- Nan Munoz
- Suzy Schmitz

Advisor Dialog

- Blog
- Videos
- Commentary Archives

Contact Us

Search | text for search |

Photo of Advisor with clients

Prosperion Financial Advisors

Note: Page headers should be Verdana 14pt bold.

Short description of the business to include the caring text, why and what they do.

Book reference from Steve's e-mail.

Care Beyond Advice™

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Connect With Us



Sign up for Advice and Tips!

Name:

E-mail:

From Your Advisors...

- Commentary title with link
- Commentary title with link

New logo

Note: Example of a landing page

Use a different graphic on the landing pages.

Prosperity means something different to each of us. And to help you get there, we are with you every step of the way - caring, bringing clarity, professional counsel and advice, to create confidence in your financial journey.

Care beyond advice

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Photo of Team

About Us

Steve's notes: advice and services – weaving words in our description: clarity, confidence, capability, choices, personal, client-centered, unbiased (no products), mention LPL.

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Notes:

The following lists the landing pages (individual pages) with content ideas:

About Us (2-column page with photo) *integrate words from page 3.*

- Short history – when company started, etc.
- Our commitment (text from old site)
- Our principle (text from old site)
- Mission (text from old site)
- Process (text from old site)
- Philosophy (text from old site)

Secondary pages (single column page or 2-column without photo)

- Powered by LPL – About LPL text from current site
 - Ensure a link exists to lpl.com
- Advice & Services – combine the current three services-type pages and reformat with photos and descriptions of what is offered.
- Community Outreach – new text needed
- Awards – new text needed

Clients (2-column page with photo)

- Intro text (*type of clients/problems solved*)
- Wealth Vision description with link
- Account View description with link

Secondary pages (single column or 2-column without photo)

- Forms – new text needed with links to forms

Contact Us (2-column page with photo)

- Main phone number
- Address with Google map link
Individual staff members listed with phone and e-mail address
- Connect With Us – links from home page replicated here.

Our Team – (2-column page with individual team photos)

- List of Advisors
- List of Support Staff

Secondary pages (single column page)

Individual pages for each staff member with photo, bio, and audio interview where appropriate.

Advisor Dialog – (2-column page with photo)

- Blog
- Videos – listed as links on landing page
- Commentary Archives – need to decide how far back to go.

From Your Advisors

A box on the home page links to the Advisor Dialog page. I'm trying to ensure that something on the home page is frequently updated.

Connect With Us

Links to company's RSS feed, Facebook, and/or LinkedIn Accounts. Sign up for e-mail blasts.

Exhibit 1

