

Attachment A

Suggested Website Refresh Updates: Note that some of the tasks herein are being addressed for the short term but will likely need a longer term design solution.

Proposed Enhancements for UX and Content Optimization

The following list outlines suggested changes to improve the user experience (UX) and navigation of the existing website. Please consider these recommendations, along with any additional insights you may have, when providing pricing for the website refresh.

Main Menu & Navigation Updates

Current Sections & Proposed Changes

1. **Home**
 - Ensure **Services** section (mid-page) is clickable, linking to dedicated service pages.
2. **About You** (*Consider renaming for clarity—perhaps "Who We Serve"*)
 - Revise wording and update visuals to align with branding and messaging goals.
3. **Programs and Services → Rename to "Services"**
 - Reorganize to include:
 - Private Offices
 - Business Incubator
 - Community Lab
 - Co-working Space
 - Business Affiliate Program (*Ensure descriptions are current and engaging.*)
4. **Our Companies** (*New Section: Consolidating related content in one place*)
 - Move **Case Studies** here.
 - Include current incubator residents and alumni profiles.
5. **Business Resources** (*Refocusing this section for clarity and usability*)
 - Move **Educational Programming** here (previously under Case Studies).
 - Overhaul **Blog** structure to better serve entrepreneurs and center activities.
 - Change **Events** to **Events & Networking** (to better reflect business-oriented programming).
6. **About Us**
 - Move **Contact** into this section (removing it as a standalone menu item).
 - Retain **In the News** and **Job Opportunities**.

Submenus & Page-Level Enhancements

Blog

- Remove event listings (Events should have a separate, defined category).
- Include more content relevant to entrepreneurship and Union River Center for Innovation (URCI) activities.

News

- Include **earned media** (coverage from external publications).
- Include **press releases**, even if they weren't picked up, with proper dateline formatting.

Events & Networking

- Include **only networking-focused events** (not training).
- Feature business networking opportunities in and around Ellsworth (e.g., Rotary, Chamber events).

Educational Programming

- Remove **Riverside Chats** and **DREAM workshop series** (discontinued programs).
- Implement a **training calendar** for on-site classes hosted at URCl.
- Create a **centralized landing page** that links to external training schedules (e.g., SBDC, CEI, SCORE), with event badges to indicate partner organizations hosting off-site events.

Start-Up Tools

- Review and update videos, links, and slide decks to ensure accuracy and relevance.

Service-Specific Updates

Business Incubator

- Work with staff to confirm that **FAQs are accurate and up to date.**

Business Affiliate Program

- Clarify program details, including:
 - Available resources for participants.
 - How businesses can leverage the program's benefits.