**Websites that have good an bad to demonstrate what I’m looking for**

<https://www.holdenrichardson.com/>   
**What I like:** Crisp, clean, professional, good imagery. Not a ton of words – gets to the point. Ability to contact from front page. I like the “let’s start the conversation” verbiage but can’t use exactly that.

What I don’t like:

<https://www.kareneber.com/>

**What I like:** Super clean amount of info on the landing page. Clean Services page. On the about page, it’s about the business and the Principal. Drop downs from top navigation bar are in large-ish, bold font – easy to read. The way her logo looks like it’s in a corporate office environment (I know it’s not – she’s a single shing like me that works at home)

**What I don’t like:** The way the landing page scrolls over the imagery

<http://tch-consulting.com/services.htm>

**What I like**: On the landing page, the image and words change to give a sense of what is available. The black and white imagery. The static nature of content (it is set up to not change which aligns with what I’m thinking). The ability to easily find how to contact him on each page – it may be overdone, but I like it conceptually.

**What I don’t like:** it feels very basic and dated.

<http://www.trgglobal.com/>

**What I like:** On the Who we are page … they have a couple sentences and then the people. It’d just be me, but I like the way they have a little teaser and then link to more if the viewer wants it. They do some of the similar work on advising CEOs – I like some of their verbiage.

**What I don’t like:** in general, too many words on most everything.

<http://gormangroup.info/> <http://gormangroup.info/>

**What I like:** The way the landing page is set up to share: What we do, How we do it, who we work with

**What I don’t like:** The font – in general and it’s too skinny and light. Hard-ish to read

<https://www.talenttransformationgroup.com/>

**What I like:** Link to LinkedIn on front page. The relatable imagery … I’m not an outdoorsy type but would like to have something people would gravitate toward. I like that the imagery is thematic, but …

**What I don’t like:** The imagery is too thematic – too much outdoors/bring walls/bike in the office/collaboration. All that is great – truly – but it feels like the designer went to one set of stock photos and pulled all the ones that were in that genre.

<https://mynextseason.com/>

**What I like:** Good use of color to make the important words pop. Solutions is what is most important, Talent is next. My name is a very distant third. Imagery that is behind the verbiage

**What I don’t like:** Slow to load – slower than others. Is this a factor of too much info? Why would that be?