

D_____ .com

Best thing about the site: it does no harm. Factual and not ugly.

Worst thing about the site: it adds no value. Ignores strengths - N_____ in particular, the human asset.

Same generic image is first 1/3 of every page: wasted real estate. Company name is buried halfway down. Unique, splashy, custom artwork should replace both.

HOME PAGE

No impact, no "5-second wow", no a-ha moment.

Headline copy is all over the place:

FACTS Computer Training – Web Design – Social Media

CLAIM Expert industry professionals

HYPE with unparalleled real-world experience

The space would be better occupied by a short, grabby, inviting description of WHAT HAPPENS...make this page ABOUT THE CUSTOMER, not THE COMPANY.

SERVICES

Content is bo-o-oring. A list of facts. Replace with TRUTH: WHAT WILL HAPPEN?

ABOUT US

'Web design portfolio' deserves its own front page link. Organize by corporate, nonprofit, small business, etc.

"Computer Training Clients" links to Computer Training CUSTOMERS. Choose one word or the other. Using this section to provide REFERENCES (even one-sentence testimonials) would more be powerful than a simple list. Not sure the logos are needed...the names are great.