RE-FRESH GLOBAL WEBSITE RESTRUCTURE	website's design/UX/UI/nav can emulate the dynamics of a top B2B SaaS website														
	Goals:	serve as central node & content hub	thought leadership	product marketing	organic traffic										
		omnichannel synergy & repurposing	brand awareness	pipeline funneling MQL to SQL conversions	SEO/SERP										
Home Page			Download Our Guide	Consult with Us	Sign Up to Learn More										
Above the Fold: graphic leveraging data, bottomline numbers, focus on benefits first, etc Middle: Product Highlights Below: Testimonials, News (keep page dynamic), New Blog entries CTAs (Download a Brochure, Book a Demo and Email Subscription) = MQLs to SQLs Optimize Home Page															
Why Re-Fresh?	**Products**			**What Is Recycling Textile Waste?**	**Resources**					**Become Our Partner**	**Company**	**Social Media**			
	Topic Clusters			Content Pillar Section	Content Pillar Section										
Business Bottomline	**Re-Nano**	**Re-Thanol**	**Re-SanPulp**		**Blog**	**Events & Webinars**	**Knowledgebase & FAQs**	**Academy**							
Bottomline Benefits	Bottomline Benefits	Bottomline Benefits	Bottomline Benefits	Thought Leadership	Categories	Virtual	Help Center	Educational Guides		Benefits	About us	LinkedIn			
Measurable Outcomes	Introduction	Introduction	Introduction	Inform, Educate, Inspire & Persuade		In-Person		Tips & Tutorials		Features	History	Twitter/X			
	How It Works	How It Works	How It Works		Case Studies	Conferences & Tradeshows	Getting Started	Training Manuals		Advantages	Leadership & Advisory Board	YouTube			
Trust & Credibility	Video	Video	Video		Company Culture	Re-Fresh Global Community	Glossary	Whitepapers			Team	Instagram			
					Current Events	PR	Guides				Newsroom	Facebook			
Case Studies	Industries >>	Industries >>	Industries >>		Downloadables/PDFs		How To	Certification			Careers				
Testimonials	Applications >>	Applications >>	Applications >>	Sample Keywords	Employee Empowerment	Recaps	Policies			Affiliate Marketing or Ambassador Programs	Brand Guide & Media Kit				
	Use Cases >>	Use Cases >>	Use Cases >>	textile recycling	Events	Clips/Shorts	Product			Channel Partnerships & Resellers	Contact Support	Email Subscribe			
Client Gallery	Features	Features	Features	textile waste	Guides & Training Manuals		Services			Charitable Partnerships & Nonprofits	Email Us				
	Advantages	Advantages	Advantages	how to recycle textiles	Industry & Market News		Technical Docs			Co-branding & Affinity Marketing (Collabs)					
	Measurable Outcomes	Measurable Outcomes	Measurable Outcomes	textile waste problem	Infographics					Content Development	Security				
				textile recycling benefits	Knowledge Center					Distribution Partnerships	Cookie Settings				
	Recent Blog Entries	Recent Blog Entries	Recent Blog Entries	textile waste solution	Newsroom					Joint Ventures	Terms & Privacy				
				textile recycling technology	Product Updates					Licensing	GDPR				
				textile waste management	Reports					Product Placement					
CTAs	CTAs	CTAs	CTAs	textile waste statistics	Tips	CTAs	CTAs	CTAs		Referral Partnerships					
					Tutorials					Retention Marketing or Loyalty Programs					
					Use Cases					Shared Stores					
				CTAs	Videos					Sponsorships	CTAs				
					Webinars					White Label Marketing					
					CTAs					CTAs					

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