Website Restructure														
crucial for growth & communications			SEO Keywords Ranking Goals	unbranded samples	unbranded samples	branded samples		Platforms	Search Engines					
				creek waste management	plastic pollution	RiverRecycle plastic recycling		desktop/windows	Google					
				river waste management	plastic recycling			desktop/apple	Bing, etc.					
				waste management	plastic waste			mobile	Gen AI					
				water stream waste management	plastic waste management			tablet						
				waterway waste management	plastic waste recycling									
HOME PAGE			**Sustainability (Content Arch)**			**Our Concept (Content Pillar)**	**Our Projects**	**Act Now**	**Resources**	**For Investors**	**About Us**	**Contact Us**	**Social Media**	
Above the Fold	Middle	Below the Fold	**What is Plastic Waste Management? (Content Pillar)**	**How Does Plastic Recycling Work? (Content Pillar)**	**What Is a Circular Economy? (Content Pillar)**									
Before & After Visual	How It Works Summary	Stakeholder Gallery	Subcategories	Subcategories	Subcategories	Subcategories	Subcategories		Subcategories	Subcategories	Subcategories		Email Newsletter	
Highlight B2B Benefits	RR Boards	Testimonials	What is Waste Management?	How does Recycling?	How the Circular Economy Works?	How it Works Infographic	Current Project	Fill In Form	Blog	Be the Change	Vision & Mission	Fill In Form	Fill In Form	
Infographics		News	What is Plastic Waste Management?	How does Plastic Recycling Work?	How does it help us?	Commercial Feasibility Study	Past Projects		Blog posts and articles sorted by category and keyword tags	How Do We Start?	History & Timeline	HQ		
		Latest Blog Posts		Plastic Types?	How it mitigates climate change?	Project Phase	Future Plans			What Is the Process	Our Team	Global Locations	LinkedIn	
						Recycling			Whitepapers	Benefits	Values & Code of Conduct		Twitter/X	
CTA	CTA	CTA	Latest Blog Articles (Category Specific)	Latest Blog Articles (Category Specific)	Latest Blog Articles (Category Specific)	Plastic Credits	Case Studies		Guidebooks	FAQs	UN SDGs & ESG		Facebook/Meta	
							Testimonials		Infographics		Careers		Instagram	
					RR Boards		Success Stories		Photo Gallery				Pinterest	
							Stakeholder Gallery		Videos				YouTube	
						Benefits (with Infographics)			Sitemap		Terms			
						Corporate Benefits				CTA	Privacy			
			CTA	CTA	CTA	Environmental Benefits	Industries			Fill In Form	GDPR			
						Social/Community Benefits	Construction							
							FMCG		CTA					
							Hospitality							
							Manufacturing							
						FAQs	Retail							
						Where do I start?								
						Step-by-Step Process								
						Client/Stakeholder								
						Government								
						Insurance								
						Accidents								
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Reasons Why a Website is Crucial for Sales Success						A well-designed and optimized website is essential for the sales team:								
Visibility and Reach:		**Sales Enablement:**		**Data and Analytics:**		Driving sales and revenue								
Improves search engine rankings		Provides sales tools		Tracks website performance		Enabling the sales team								
Expands reach		Supports sales efforts		Measures marketing effectiveness		Empowering the sales team with the right content and info								
Establishes online presence		Streamlines sales processes		Informs decision-making		Maximizing productivity and efficiency								
						Streamlining the funnel and enhancing the pipelines								
Lead Generation:		**Customer Service and Support:**		**Branding and Positioning:**		Propel overall success of the business								
Captures leads		Provides customer support		Reinforces brand identity										
Nurtures leads		Builds customer relationships		Positions your company										
Provides valuable resources		Enhances customer satisfaction		Creates a memorable experience										