

## PROJECT OVERVIEW

CLIENT: Sharon Smith-Swan

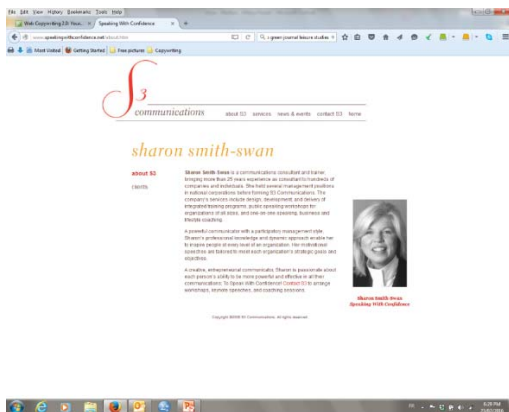
PROJECT: Website redesign and content update

GOAL: Update the website to reflect Sharon Smith-Swan’s coaching services (i.e., business, life and retirement transitioning coaching, speaking with confidence, workshop facilitation, and keynote presentations).

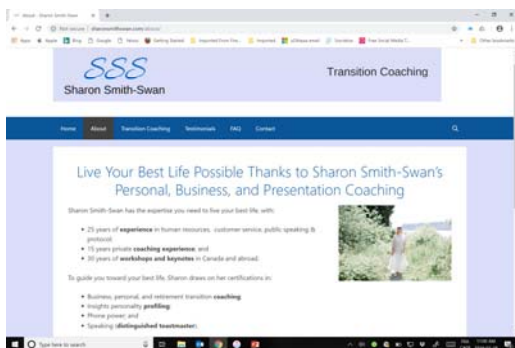
KEY COMPONENTS: 1) Update website design; 2) update website content; and 3) teach Sharon how to upkeep her website.

## COPY EXCERPT

### About Page – Before



### About Page – After



“ Milena not only has the technical expertise and the elusive science behind choosing the best words for the most hits, she has the priceless skill of asking questions and listening until she gets your brand and your message. Effortlessly and efficiently, she created a website that attracts qualified prospects and compliments. I am beyond grateful to have her on my support team.

*Sharon Smith-Swan,  
Transition Coach and Owner  
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