Website Overview

The Header:
- Logo - which is linked to the home page
- Phone number - which is clickable and bold
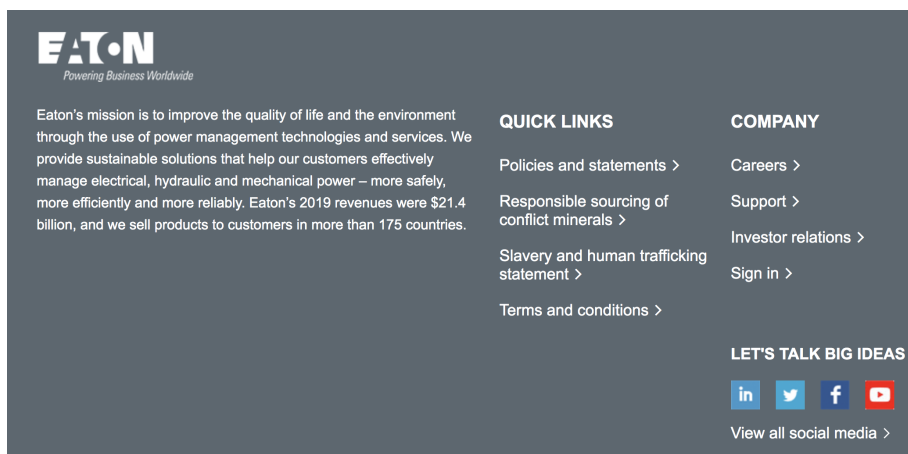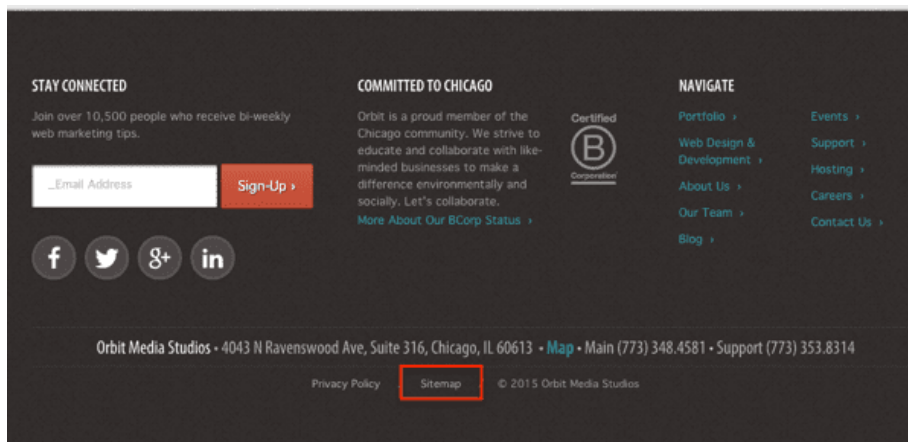- Search bar - which allows them to search the entire website
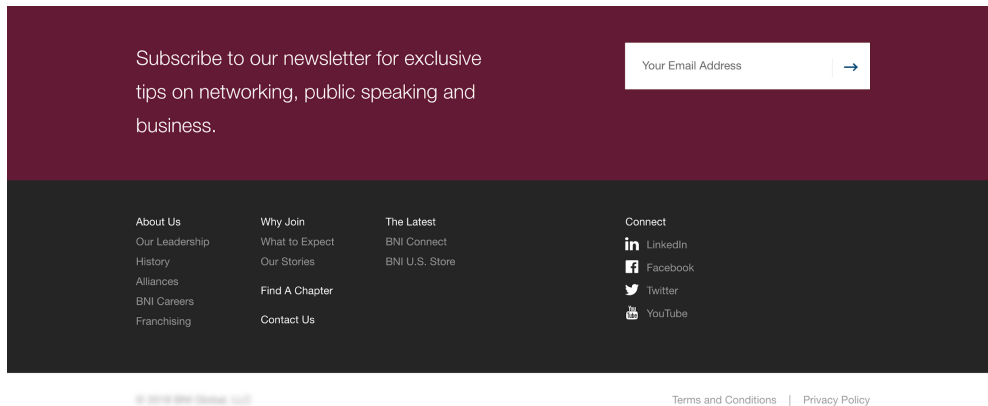
Navigation Menu:
- **About**
  - About should always be the 2nd tab on the website as it is normally the 2nd most visited page on a website
  - Individual pages:
    - About Atom Power
    - Our Team
    - FAQs
    - Careers - this should also be located in the footer of the website as this is standard among many websites
- **Products**
  - Individual pages:
    - Atom Switch
    - Atom Panel
    - Atom OS
    - EV Charging
    - Residential Digital Power
    - Mission Critical Digital Power
  - Gated with a form
  - Journey/funnel for each page
  - Embed video on each page with transcript
- **Markets**
  - Individual Pages:
    - Residential
    - Utilities
    - Data Centers
    - Municipalities
    - Consulting Engineers - funnel to data sheets and reference designs
- **Resources**
  - Individual pages:
    - Data Sheets
    - Reference Designs (based on markets served)
      - Municipalities
      - Multi-family
    - Brochure
    - Blog

- - - Press/Media
  - - Events
    - - This should also list past events with links to presentations
  - - Videos
  - - Social Media
- **Contact**
  - Should always be the last tab

Footer:
- Navigate:
  - Careers
  - About Us
  - Blog
  - Order
  - Contact Us
- Social Media Links
- Mailing Address - with link to map on Google
- Phone Number
- Privacy Policy - this is required for online advertising
- Examples:

Home Page:

- **Banner Section**
  - Should be a video and it should be full-width across the site with a text overlay. I would suggest using a different video as this really doesn't show what the company does until later into the video. According to feedback we've received, people love the video of Ryan Kennedy hitting the wires together and there is no arc flash. I would suggest an updated video of this.
    - Text overlay could be… The World's FIRST and ONLY UL-Listed Solid-State Circuit Breaker
    - Button underneath… Contact Us Today!

- **CTA Section**
  - Examples:
    - Want to Be a Part of the Energy Transition? [JOIN…]

- **As Featured In Section**
  - Showcase logos of TV stations, magazines, websites, etc. Atom Power has been featured in

- **Products Overview Section**
  - List top products with icons and link to individual product page

- **About Atom Power Section**
  - You can feature the video that's currently on the website here with a paragraph of text about the company. See the example below… we could change out the

image with a video and add in text about Atom Power

We will satisfy you by our work ideas

Donec in metus lectus. Integer vulputate porta elit, fringilla mollis luctuint malesuad fames ac ante ipsum primis in fauci. Pellente alquam enim, quis lobortis arurabitur quiuitrices est malesuada fames ac ante ipsum primis in eget quis lobortis arurabitur quiuitrices porttitor enim, neciy finibus justo vitae est a lectus semper porta

Donec in metus lectus. Integer vulputate porta elit, fringilla mollis luctuin malesuad fames ac ante ipsum primis in fauci. Pellente alquam enim, quis lobortis arurabitur quiuitrices est malesuada fames ipsum primis in eget quis lobortis arurabitur quiuitrices .

208+ Satisfied Clients | **509+** Activated Works | **109+** Team Members

- **Install Base Section**

- **News & Articles Section**