

## PAGE Newsletter Recommendations

May 2014

Report for email: <http://goo.gl/zPYlSk>

This review of the April Page Newsletter is intended to provide best practices based content alternatives for the eNewsletter. In the following examples, we have added titles to the existing descriptions to give each article a concise summary. We have also suggested adjustments to the descriptions to provide a call to action for readers to click through to the full website articles.

### Post 1

**Current Description:** Forbes Magazine calls the Innovation Center at the US Embassy in Finland "a model for green technology and diplomacy." Page is proud to be the architect of record for the first Platinum LEED embassy in the world. Read more

**Recommended Heading:** Page Continues To Take Green Global

**Recommended Description:** Page is the first architect to create a US embassy using green technology. Forbes Magazine called Page's inventive Platinum LEED certified design "a model for green technology and diplomacy." Learn more

**Basis of Recommendation:** We want to uplift Page's accomplishments more than we want to promote an article in Forbes magazine. It is worth mentioning, but not first.

### Post 2

**Current Description:** Congratulations to the Page team that designed the GSA Office Building in Albuquerque! It's received a National Wood Design Award from WoodWorks. Read more

**Recommended Heading:** Someone Paid Attention In Shop Class!

**Recommended Description:** Working with wood is always a special feeling for an architect. Page had the privilege of being presented a National Wood Design Award from WoodWorks for their design of the GSA Office Building in New Mexico. Page used western red cedar with the masonry to accent the design and provide shade from the hot New Mexico sun. Read More

**Basis of Recommendation:** This gives the article a personal touch. The original post does not entice the reader with any passion regarding architecture or a love of woodworking. It only congratulates Page employees for an award. We should be 'tooting our own horn,' but more importantly, we aim to convince the reader that there is info they can relate to on the other side of a click.

### Post 3

**Current Description:** Beth Carroll of Page considers how to optimize the healthcare experience before the facility is even built. Medical Construction & Design published her comments on how casework design can improve the caregiver work process. Read more

**Recommended Heading:** Smarter Healthcare Through Design

**Recommended Description:** Page's Beth Carroll explains the future of design for medical facilities, making your next visit smarter and safer. Medical Construction & Design published her comments on how casework design can improve the caregiver work process. Read More

**Basis of Recommendation:** This description may sound like a teaser for a 10 o'clock news story, but we must grab the reader with only 2 or 3 sentences. So, a hint at hospital safety may convince a reader that they may learn something important about hospitals if they click the article.

## Post 4

**Current Description:** Page is incorporating influences from South Asia and Roman ruins in the design of the UT Pan American Performing Arts Center. Using this masonry construction technique in South Texas actually makes perfect sense. [Read more](#)

**Recommended Heading:** Page Incorporates Multi-Cultural Design For UT Pan Am Performing Arts Center

**Recommended Description:** Page is incorporating South Asian and ancient Roman designs for their UT Pan American Performing Arts Center. Using this masonry construction technique in South Texas makes perfect sense. [Read more](#)

**Basis of Recommendation:** This structure is a bit more easily read and provokes the reader to continue to read with an open-ended question at the end.

## Post 5

**Current Description:** Page is the most successful three month old we know! Take a moment to learn how our new name and face have had a positive impact on everything from winning projects to employee satisfaction. [Read more.](#)

**Recommended Heading:** Turn The Page

**Recommended Description:** Here at Page, we have taken the time to refocus our company towards a brighter and more ecologically sound future for everyone! See how our first 3 months since rebranding have impacted everything from winning projects to increasing employee empowerment and satisfaction. [Read More](#)

**Basis of Recommendation:** This adds some excitement and gives some insight into why the change took place. We want this blurb to show our dedication to a better future and that Page is the new face/name of the company.