• CTA at the bottom of a page is easy peasy

 • Request a Quote/Video tutorials are cool ideas. We should be able to handle a request for a quote with the standard contact form, but I don't think we've actually built anything to handle video.

 • the link for the contact info is not working for me, but @miranda I think we should be able to add contact info no problem. We can either add an open set of info or, if it makes sense based on their staff info responses, we could potentially even just link a staff member directly

 • We can make the introductory paragraph stuff include photos, tables, etc.

I think it's also important to think about \_how\_ content \_should\_ be presented, too. Just because content is formatted a certain way on their current website(s), doesn't mean that's how it should be presented going forward. I'm 100% okay with asking them to rework content if it doesn't make strategic sense.

Remember that clients (especially those in product) will spew as much content as they possibly can. Strategically, it may be up to us to provide strategic constraints. @lisa, thoughts there? I just don't want the products section to seem out of place or rushed compared to the rest of the site, which is very carefully structured.