**ALBD Website**

**CB Edits**

**Italicized text indicates the original text from the website, for reference. Text after dash indicates my edits to that text.**

**HEADER**

* Social icons – Twitter links to suspended account: <https://twitter.com/AlbdAnd>

**HOME PAGE**

**About Our Company**

* *seeing your project through from concept to completion* – [should this read “conception”?]
* *icons (Industrial projects, ground-up projects)* – [either capitalize or don’t; I recommend capitalizing. “Industrial Projects, Ground-Up Projects, Underground Dry Utilities” etc.]

**Bringing Light and Life to Spaces**

* *Since 2005, ALBD has…* – Since 2005, ALBD has delivered the juice for a wide range of structures, renovations and retrofits – from commercial developments to sports stadiums, auditoriums to universities, residential complexes to shopping centers.

**Our Clients**

* *Our Specialities* – [“specialities” is the British spelling of “specialties.” Is this intentional? If not, change to “Specialties” in both the heading and button.]
* I’m sure it’s temporary, but just noting the text below “Who We Work With,” “Our Work,” etc. is all lorem ipsum.
* *Drop us a note* – [line could be deleted entirely in favor of the “Contact Us” button; either that, or capitalized like “Drop Us a Note”]

**Footer**

* [*info@albdinc.com*](https://albd.wpengine.com/)– [doesn’t link to email, just back to the top of the home page]

**ABOUT US PAGE**

* *Who we are and what we do* – Who We Are and What We Do
* *When we say ALBD delivers Exceptional Electrical…* – [This sentence is also used on the Home page, is that intentional?]

**Expert Commercial Electricians**

* *Professionalism & Follow-through* – Professionalism & Follow-Through
* *concept through to completion* – [same question as in the **About Our Company** section.]
* *multi-million-dollar enterprise; and we’re not done yet.* – multimillion-dollar enterprise – and we’re not done yet.
* *on-going* *relationships with our staff, clients, and our partner vendors* – ongoing relationships with our staff, clients, and partner vendors
* *our company is committed to them, fully, in return* – our company is fully committed to them in return

**CLIENTS SUBPAGE**

* *GC’s that Utilize* – GCs that Utilize
* *Here is a sample of some of our* **–** Here is a sample of our **–**
* *If you are in need of a commercial* – If you need a commercial

**OUR TEAM SUBPAGE**

* *Ground-Up Project, Tenant Improvement , & Design-Build Experts* – Ground-Up Project, Tenant Improvement & Design-Build Experts
* *also as the Manager for CAST* – also as the manager for CAST [either capitalize job titles or don’t – it should be consistent throughout the website]
* *Chad’s diverse business, architectural, and electrical background* – Chad’s diverse background in business, architecture, and electricity
* *Prior to his involvement in electrical contracting, Chad attended the University of Nebraska studying architecture* – Prior to his involvement in electrical contracting, Chad studied architecture at the University of Nebraska
* *accountant, and in that time, she has seen the company grow from its humble beginnings to a multi million dollar* – accountant and, in that time, she has seen the company grow from its humble beginnings into a multimillion-dollar
* *Julia has 20+ years of experience in public and private accounting including financial planning & analysis, cash management/ budgeting* – Julia has 20+ years of experience in public and private accounting spanning financial planning and analysis, cash management/budgeting
* *She is also loves spending time with her daughters, her senior league softball club, scuba diving* – She also loves scuba diving, her senior league softball club, and spending time with her daughters
* *received a Multiple Subject* – earned a Multiple Subject
* *B.S. in Business Administration, Concentration in Human Resources from University of California, Riverside Have and also has a certificate –*B.S. in Business Administration with a Concentration in Human Resources from University of California, Riverside and also has a certificate
* *(SHRM), and in her free time, she enjoys hiking and exploring new places, both near and far* – (SHRM) and enjoys hiking and exploring new places in her free time.
* *resident People Person* – resident people person.
* *Danny is an active state certified journeyman electrician, is OSHA 30 certified, and is an impressive dirt biker* – Danny is OSHA 30 certified, an active state-certified journeyman electrician, and an impressive dirt biker
* *highly sought after project manager* – highly sought-after project manager
* *OSHA Haz-Wopper certified* – OSHA HAZWOPER certified
* *Chaffey Jr. College* – Chaffey College [that’s how it’s listed online]
* *BA in Liberal Studies* – B.A. in Liberal Studies
* *the field of Electrical Project Management since 2016 and in Estimating* – the field of electrical project management since 2016 and in estimating
* *Marty received his BA* – Marty received his B.A.
* *currently enrolled in ABC Electrician Certification Program as well as BBSI Leadership Development Courses* – currently enrolled in the ABC Electrician Certification Program as well as BBSI leadership development courses
* Certificate of Completion NECA Advance Estimating – [should this say Certificate of Completion in NECA Advance Estimating? Or from? Or something?]
* *skateboarding, drawings, and reading* – skateboarding, drawing, and reading
* *AutoCad* – AutoCAD
* *shipping and receiving, to and from, ALBD* – shipping and receiving to and from ALBD
* *He manages deliveries to work sites, warehouse inventory and staffing, ordering, and rentals* – He manages ordering, rentals, warehouse inventory and staffing, and deliveries to work sites.
* *and a AA Degree* – and an AA Degree
* *After becoming certified by American Builders and Contractors, he has spent the last 15 years as an electrician, enjoying the challenge of his constantly evolving industry.* – He’s been an electrician since becoming certified by American Builders and Contractors 15 years ago and enjoys the challenge of his constantly evolving industry. Gabriel enjoys deep sea fishing, reading, and attending live sporting events.
* Note on the above bullet – is *American Builders and Contractors* meant to say “Associated Builders and Contractors” (<https://www.abc.org/>)?
* *2015 and has worked his way up to* – 2015 and worked his way up to

**PROJECT GALLERY PAGE**

**Projects**

* *Ground up, Design Build…* – Ground-Up
* *trusted by Fortune 500 companies and trusted brands* – trusted by Fortune 500 companies and esteemed brands
* *ground up process, our elite team of project and managers and electricans* – ground-up process, our elite team of project managers and electricians
* *Steel Craft* – SteelCraft

**SERVICES PAGE**

* *Ground up, Design Build & Tenant Improvements –* Ground-Up, Design Build & Tenant Improvements
* *Design/Build Projects* – [this has been previously written as “Design Build” throughout the website, just FYI – should be consistent but I’m not sure which one they prefer. Personally, I’d go with Design/Build!]
* Underneath “*When we say ALBD delivers Exceptional Electrical, we’re referring to the Four Core Tenets of every job we undertake*” the Four Core Tenets aren’t listed. This same line appears on the About page and is followed by the tenets – is its reappearance on the Services page a mistake? It doesn’t seem relevant to the rest of the content on the Services page.
* *Minimizing down time* – Minimizing Downtime
* *Preventative, Predictive, Planned, Condition-based, Scheduled, Corrective and Reliability centered* – [I’m not sure what any of this means but I’d recommend not capitalizing any of the words following “Preventative”, adding a hyphen between “reliability” and “centered”, and adding a period after “centered”]
* *Identifying areas needing attention and implementation of new equipment and materials minimizing carbon footprint and cost savings* – [This sentence is jumbled but I did my best to glean meaning and revise accordingly] Minimizing carbon footprint and maximizing cost savings by identifying opportunities for implementation of new equipment and materials.
* *Infrared (thermal) Imaging* – Infrared (Thermal) Imaging
* *loose connections, corona etc…* – loose connections, corona, etc.
* *other related equipment and gear* – [add period after “gear”]
* *An industry trend-setting* – An industry trendsetter
* *high caliber goods where consistency and fidelity translates into savings for our clients* – high caliber goods with a consistency and fidelity that translates into savings for our clients

**NEWS PAGE**

* *Who we are and what we do* – Who We Are and What We Do

**CONTACT PAGE**

* *Ground up, Design Build & Tenant Improvements* – Ground-Up, Design Build & Tenant Improvements
* *form below, we will respond within 48 business hours* – form below – we will respond within 48 business hours.