STRATEGY & COPY

Website review

Stephanie has the experience. The website should make that obvious.

01 Give the video its own section.

Move the video into its own full-width section after the opening copy. Consider a full-screen treatment like Exposure.net, keeping the headline and business description outside the moving image.

Use a shorter frame on mobile and give viewers a pause control.

02 Bring credibility onto the homepage.

Move the existing scrolling logo strip from About to the homepage, directly below What We Do and What We Offer. Those names add credibility before visitors get into the services.

Keep it as one strip, with every logo easy to read on desktop and mobile.

03 Let About sound like Stephanie.

The About page feels overworked. Phrases such as "privileged to partner" and "curate their own reuse story" soften the most convincing material: building San Antonio's deconstruction program, writing rules, and working through council briefings.

Lead with that experience. Describe what Stephanie has done and how she works today in a direct first-person voice. Keep I for her personal account and we for the practice and its collaborators.

04 Lead with the approved positioning.

Bring the approved tagline, business description, and audience statement to the top of the homepage, followed immediately by Explore Services. Make the full consultancy clear from the first screen.

Keep the four service areas, their copy, and their project imagery. Limit changes on the services page to grammar and consistency.

HOMEPAGE / RECOMMENDED STRUCTURE

Make the first impression count.

SUGGESTED OPENING

Reusing the past to adapt to the future.

Second Story is a reuse + circular economy consultancy for the built environment.

We help cities, organizations, architects, and developers identify where reuse fits, connect the right partners, and put practical strategies into action.

EXPLORE SERVICES >

PAGE SEQUENCE

01 Opening statement and business description

02 A dedicated full-width video section

03 What We Do / What We Offer

04 The existing scrolling logo strip

05 A short introduction to Stephanie's experience

06 The four service areas

07 Selected work (add after launch)

08 An invitation to discuss a project

WHERE THE POSITIONING GOES

WHAT WE DO

Use the approved company description to explain what she does and who she serves.

WHAT WE OFFER

Keep the four service areas and their existing descriptions and imagery.

ABOUT + PROJECTS

Show Stephanie's experience and role. Add case studies after launch.

Keep "We make reuse work where you are" as the closing line, with Inquire as the next step. Use "Reuse is the antidote" within the new identity, alongside a clear business description.

ABOUT / SUGGESTED REPLACEMENT COPY

About Stephanie

I'm Stephanie Phillips, founder of Second Story and an award-winning circular economy strategist. I spent nearly a decade building the City of San Antonio's deconstruction and circular economy program, connecting building material reuse with preservation, workforce development, housing, and the arts. I also co-founded Circular San Antonio to take that work beyond City Hall.

I've written the rules, sat through council briefings, and worked through the practical questions that come with putting reuse into practice. That experience shapes the advice I give today.

Through Second Story, I help cities, organizations, and project teams understand where reuse fits and what it will take to make it happen. I'm directly involved in every project, bringing in collaborators when their expertise is needed.

My training in historic preservation and interior architecture keeps the work grounded in buildings, materials, and the people connected to them. Each place has its own priorities. That is where I start.

FINAL EDITORIAL PASS

SERVICES	Keep the four service areas, their copy, and their project imagery.
LAUNCH	Apply the approved copy and Richard's final brand files. Finish layouts, then check desktop, mobile, video playback, and load performance.
LATER	Add short case studies on separate pages: the problem, Stephanie's role, and the result. Credit work done with the City or Circular San Antonio. These can follow launch.
FIRST STEP	Retain the Inquire calls to action, paid 60-minute Office Hours session, and credit toward a future engagement.
COPY EDIT	Change "specializes on giving talks" to "specializes in giving talks."