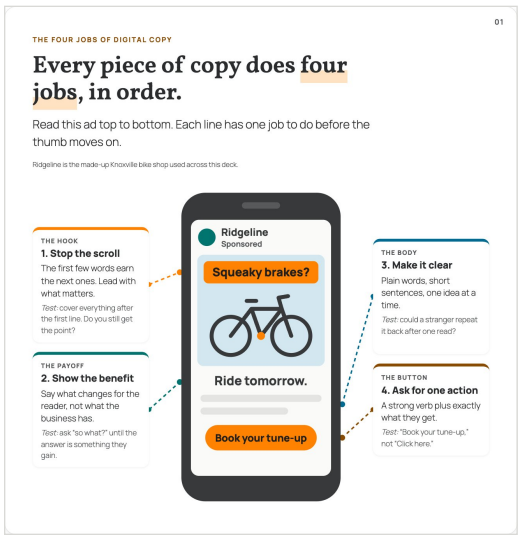
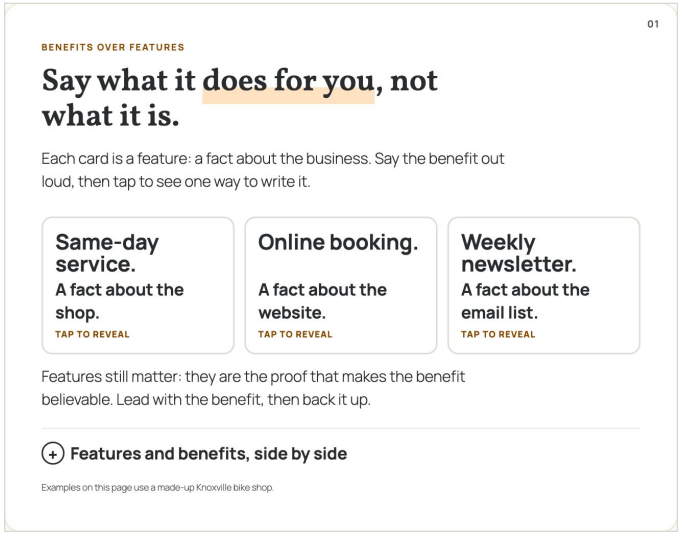


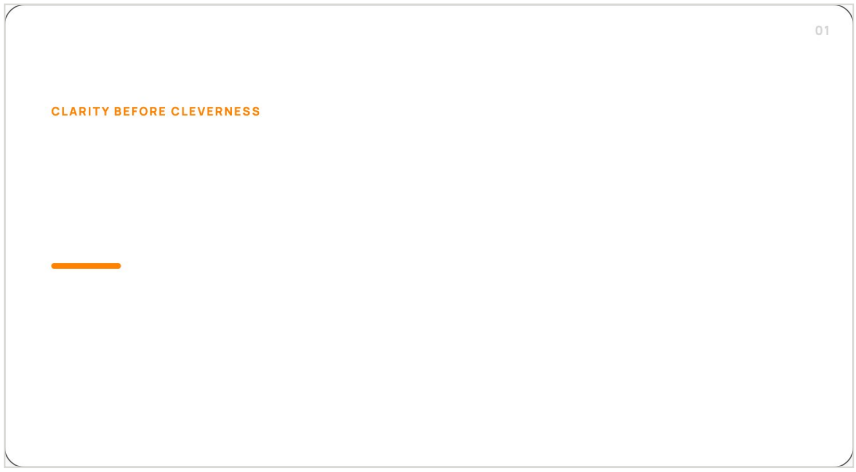
Slide 1



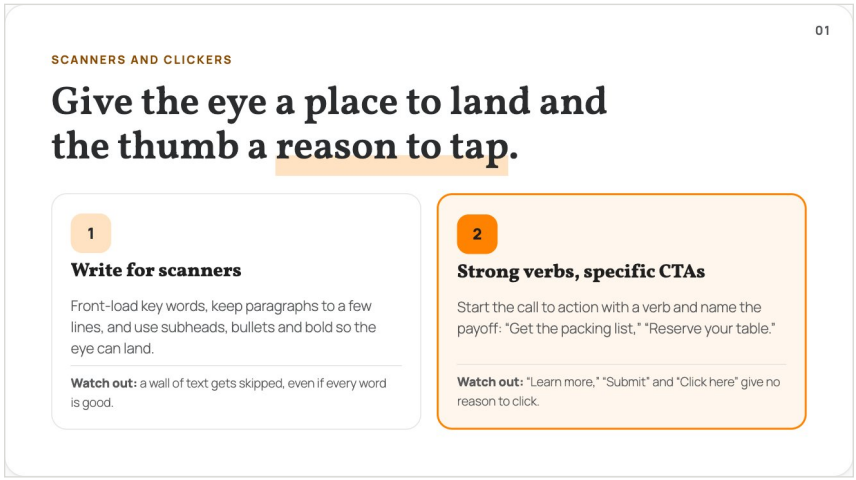
Slide 2



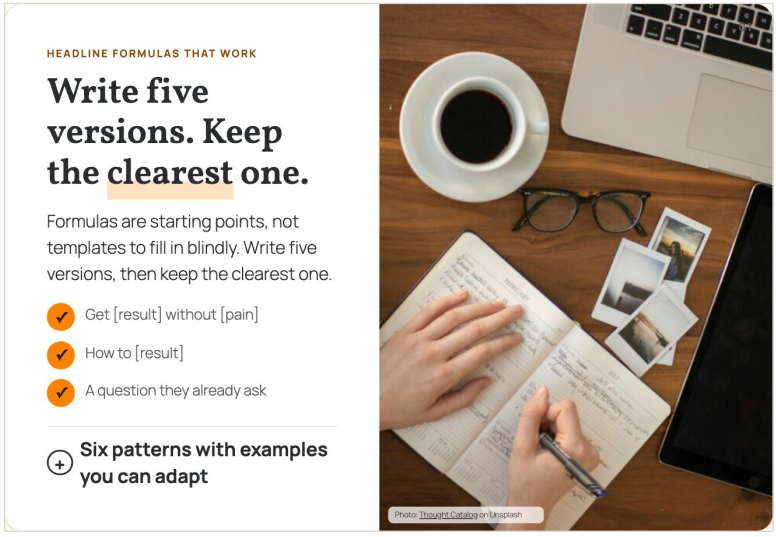
Slide 3



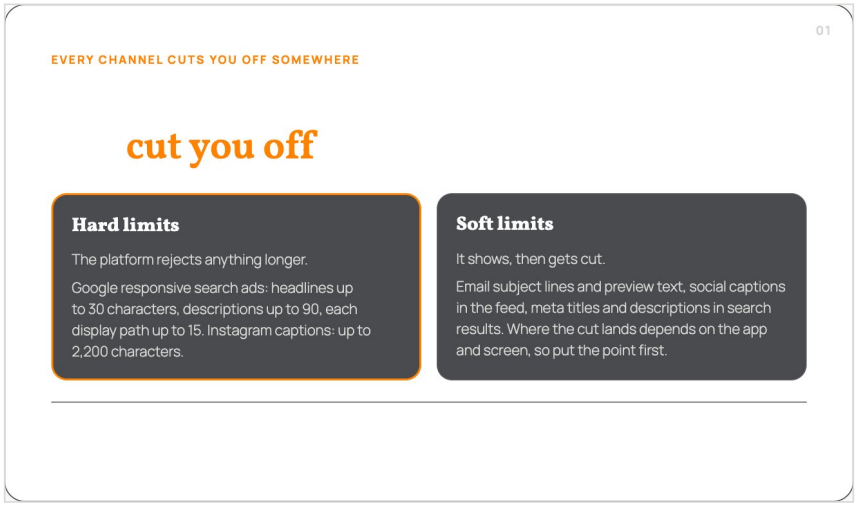
Slide 4



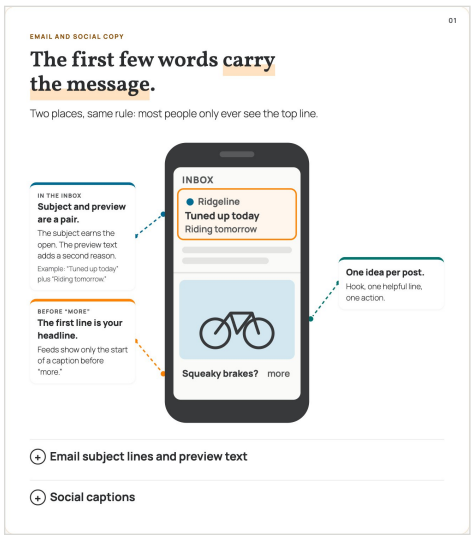
Slide 5



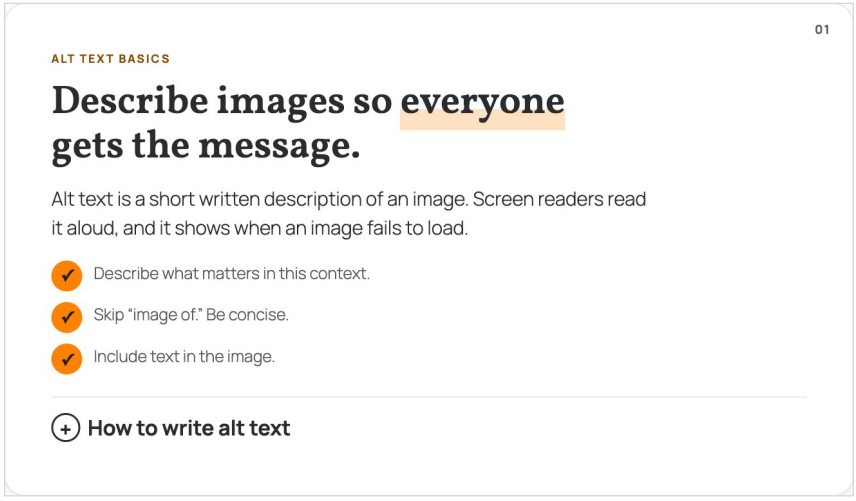
Slide 6



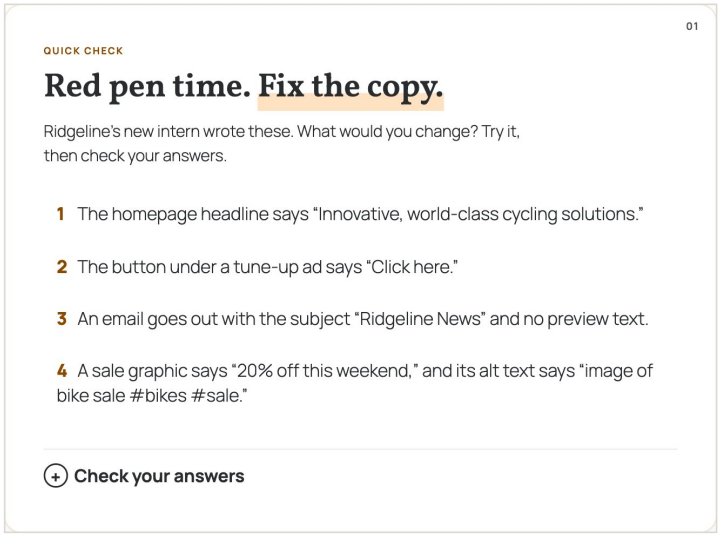
Slide 7



Slide 8



Slide 9


01
QUICK CHECK
Red pen time. Fix the copy.
Ridgeline's new intern wrote these. What would you change? Try it, then check your answers.
1 The homepage headline says "Innovative, world-class cycling solutions."
2 The button under a tune-up ad says "Click here."
3 An email goes out with the subject "Ridgeline News" and no preview text.
4 A sale graphic says "20% off this weekend," and its alt text says "image of bike sale #bikes #sale."
Check your answers

Slide 10