

- Copy & Messaging**
Anything related to communication, clarity, value proposition, or emotional messaging.
- CTA & Conversion Paths**
How clearly users are guided toward taking action.
- Content Hierarchy & Page Flow**
The order content appears and whether it supports the user journey.
- Navigation & Usability**
How easy it is to find information and move through the page.

You deserve a welcoming, loving world.
And so do the people you care about. Here you can reach out to a counselor if you're struggling, find answers and information, and get the tools you need to help someone else.

Annotations:
 - The hero message is warm, but it does not clearly say that immediate help is available. A user in crisis may not realize they can talk to a counselor right away.
 - No visible CTA. There is no clear "Get Help" or "Talk to a Counselor" button above the fold.
 - Color contrast issue. White text on the orange background may be harder to read. Low contrast can reduce readability, especially for users who are distressed or on mobile.

Always Here, Always Forward
This Pride, Always Here, Always Forward is a reminder of our steadfast support for LGBTQ+ young people of more than 28 years and a promise that we are working to build a better future for them no matter the obstacle. Pride is more than a celebration – it's a legacy of bold trailblazers, chosen families, loving parents, resilient communities, and fierce allies moving forward together and taking collective action.
Supporting The Trevor Project builds on that legacy and ensures no LGBTQ+ young person is alone when they need us the most.

Annotations:
 - Secondary content interrupts the momentum toward crisis support. Lead with crisis support first. Move reports and education content lower on the page.
 - Excess white space. Large gaps make the section feel disconnected and harder to scan.

The Trevor Project is here for you, day or night.
The Trevor Project is the leading suicide prevention and crisis intervention nonprofit organization for LGBTQ+ young people. We provide information & support to LGBTQ+ young people 24/7, all year round.

Annotations:
 - This section clearly explains who Trevor Project is and what support they provide, but it appears later in the page.
 - No CTA. Users who are ready to act may not know where to go next.

Reach out to one of our trained counselors.
Call, text, or chat with us anytime you need support. If you are thinking about suicide, or feeling lonely, we're here to listen.

Annotations:
 - No visible CTA. There is no clear "Get Help" or "Talk to a Counselor" button above the fold.

Learn and explore with The Trevor Project's resource center
Select a topic you want to learn more about.

Resources for Talking About Suicide | LGBTQ+ Mental Health Resources | LGBTQ+ Community Resources

Annotations:
 - Users are presented with multiple topics and resource paths at the same time. When users need support, too many choices can slow decision-making.

Volunteer story feels less relevant. The testimonial comes from a volunteer rather than someone who received support. Users seeking help may connect more strongly with stories from people who have used Trevor's services.

Testimonial appears too late. Trust-building content appears lower in the page after users have already made several decisions.

Featured Resources

- Friends & Family Support Systems for LGBTQ+ Youth** - Read More
- Facts About Suicide** - Read More
- Support for LGBTQ+ Self-Harm Recovery** - Read More

Annotations:
 - The page introduces resources multiple times in different formats. Repeated navigation can make the experience feel less focused.

Join The Trevor Project's mission for all young LGBTQ+ lives.

- Be a fundraiser.** Donate your birthday, or just your social channels to gather friends and loved ones in support of your cause. [Fundraise Now](#)
- Advocate for change.** We have initiatives happening in all 50 states to change hearts, minds and laws in support of young LGBTQ+ lives. [Learn More](#)
- Volunteer your** Our volunteer support team is the most vital force behind us. We do. Take a look at opportunities to become a counselor for The Trevor Project. [Volunteer Now](#)

[Learn more about The Trevor Project's story and mission](#)