

#### Target Audience

Businesses or homeowners looking for custom renovation work

#### Goal of the website

To provide easy access to free estimates and quality services provided by the company. The website should feel warm and trustworthy while allowing an easy one page scroll for ease of navigation, avoiding having to flip through several pages and getting lost in a website.

#### How is trust built?

With warm colors and plentiful proof of work, browsing users will be able to establish a level of trust that McCraw's contracting provides high quality services and offers free estimates which points to great pricing as well.

Website Wireframe

The wireframe shows a top navigation bar with links to HOME, SERVICES, ABOUT, CONTACT, and TESTIMONIES. A phone number 999-999-9999 is also present. The main content area has a red background. On the left, there's a dark sidebar with a form titled 'GET A FREE ESTIMATE' containing fields for Name, Phone, Email, and a dropdown for 'Choose a Service' with a 'Submit' button. To the right, the company logo 'MC' is displayed, followed by the company name 'McCraw's Contracting'. Below this, a tagline states: 'We specialize in custom solutions for residential, commercial, and industrial projects across the North Texas area.'

## Wood Work

Pics of cabinets, decks, etc.

dmccraw

## Tiling

Pics of tiling projects

dmccraw

## Painting

Pics of painted items

dmccraw

SEE MORE

## WHO WE ARE

Picture of founder and family

dmccraw

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## WHY CHOOSE US?

Expertise and Experience

Quality Workmanship

Customer Service

Custom Solutions

Licensed and Insured

Timely Project Completion

## TESTIMONIES

See below for our work speaking for itself through satisfied clients!

Reviews from previous clients with first name and last initial.  
dmccraw

### Quick Links

- [Home](#)
- [Services](#)
- [About](#)
- [Contact](#)
- [Testimonies](#)