Website Review & Ideas 8/1/2013

Checked changes have been made on staging.zeller-electric.com

Blue content is best handled by Cassie

* Home Page
  + √ Top-left logo that is on every page needs to be made into an active link back to the homepage
    - Needs to be less pixelated. I can re-upload if needed.
  + “Who We Are” section should be featured on a separate “About Us” page
    - I think that more certainly be added to the home page, but an advantage of having content on home is for SEO. Hopefully with Cassie adding content to this section, there can be some good use of keywords that will help search engines. This site doesn’t have a great deal of content as it is, so I question adding another page just for what is currently a few sentences.
    - However, moving it is not difficult. I think there needs to be some text on the home page to help with SEO.
  + √ The main text to be featured on homepage should be our slogan “Providing Excellent Service with Integrity Since 1979.”
  + We need to provide up-to-date pictures for the rotating collage
    - These will be inserted when upon delivery.
* Showcase & Services Pages
  + We want an actual “Showcase” page and not just a drop-down menu
    - Should this be one long page to scroll through the different showcase areas? If that’s the case, should the dropdown be completely be removed?
  + We would like our “Services” text to be listed on our “Showcase” page
    - Remove Services link and replace with About Us
    - This will be done upon clarification of previous bullet
  + We would like our “Showcase” page to have our Commercial, Residential, Agricultural, Design/Build, & DataComm pages listed as active links to their own respective job types
    - Please provide further explanation
  + √ Delete the “Description:” from the text of the various Showcase descriptions
    - Text has also been updated to say ‘We’ instead of ‘Zeller Electric’
  + Shorten the Showcase descriptions so that they are not too wordy and are more likely to be read by visitors
    - Brief text descriptions
  + Apply uniformity to the physical look of each Showcase page and description so that their style of picture and body of text has resemblance
* Affiliations
  + The supplier & manufacturer names and logos all need to be made into active links
    - For the ones that are currently active links, at the time of site development, no website could be found. Please provide for CIEL and Act On Energy.
  + The supplier & manufacturer links need to be arranged in a more organized and tidy format
    - The listed manufacturers need to be larger
* Contact
  + √ We would like this page to be “Contact Us” and not just “Contact”
  + √ We need uniformity in the text on the page
    - √ We have Phone & phone under our different locations
  + We would like to eventually include links to our other social media pages once we get those created
    - This can easily be done upon delivery.
* About Us
  + We need to create this as a separate page
    - Remove Services link and replace with About Us
  + Move the “Who We Are” section from our homepage to the “About Us” page and maybe build a little on Jon & Dave’s story
  + We want a way to use this page to also establish and display our experience & reputation on this page
* Employee Profile Page
  + Could possibly make this a part of the “About Us” page
    - I think this is a great idea.
  + We want thumbnail pics of our owners & office workers with brief personal profiles
    - This can easily be done upon delivery.
* Overall Review
  + Refine the website’s content with brevity & clarity
  + Provide a kind of uniformity between the individual pages & website as a whole
  + We need to provide and implement updated photos & info when ‘n where it is necessary