Jay Software Solutions Website Content

Audience: Business owners and managers

Tone: Formal & Friendly

Purpose: Informational

# index.html

## Header: Logo and links to home, services, blog and contact pages.

## Jumbotron:

Heading - “Jay Software Solutions”

Slogan/Tagline – “Elegantly Effective”

Welcome Statement – “At Jay Software Solutions, we are dedicated to giving you the tools to help launch your business to the next level. We strive to find the perfect balance of functionality and beauty to create a truly elegant and effective solution to any obstacles that your business is facing.”

## Main Content:

Mission Statement – “Our mission is to empower businesses to use the massive potential that modern technology offers while refusing to provide anything but the absolute best service.”

Why Us – “There are a lot of great ‘do it yourself’ website-building applications out there, so why would anyone want to use Jay Software Solutions instead?”

* “Personalized Service: We listen to your needs until we fully understand the issue your company is facing. Then we create a personalized solution catered to your individual needs. We check in with you every step of the way to make sure what we are building is exactly what you envision” (265 characters)
* “Scope: We offer a wide range of services and are always expanding our skillset to provide your business with any tool it may need.” (125 characters)
* “Tailored-Solutions: We *do not* believe in cookie-cutter solutions. We code manually instead of just sloppily cutting and pasting library contents. This makes our software more manageable from a coding perspective and changes in the future.” (215 characters)
* “Ease of use: We take all the stress out of website and software creation and let you focus on building your business instead of learning how to build a website.” (150 characters)
* “Cost: Once we have made your website, you don’t get any more bills from us. Many other companies not only charge you monthly, but also introduce hefty fees if you want to eliminate their branding (and with some it’s simply impossible to eliminate their branding.)” (260 characters)
* “Expertise: We understand user experience and user interface. This allows us to optimize colors, fonts and layout for your specific needs.” (125 characters)

Services – Give a brief overview of the service lines offered (web creation, web enhancement, software development) and link to services.html

Portfolio Highlights / Case Studies – Will be a few (3-5) of our proudest works. Works should emphasize the mission statement and explain how JSS optimized the website/software to produce the result desired by the client.

Testimonials – Will be a few (3-5) quotes from previous clients emphasizing how personalized the service was and how much it has helped their business. Testimonials should emphasize the mission statement.

Social Media Integration – Twitter, Instagram and/or Facebook feeds into the website

## Footer: Logo | “Jay Software Solutions L.L.C.” | “East Aurora, NY” | “contact@jaysoftwaresolutions.com” | “(716) 867-5309” | Social Media Links

# services.html

## Header: Logo and links to home, services, blog and contact pages.

## Jumbotron:

Heading - “Services”

About – “Jay Software Solutions offers a wide array of software and web-related services to help your business achieve its goals. Just because something isn’t listed here doesn’t mean we can’t help you out. We are always happy to learn new technologies or point you in the right direction.”

## Main Content:

Website Creation:

Landing Page – “Get the word out about your product with the creation of an elegant landing page.”

Small Website – “Let the world know your business is legitimate by deploying a small (1-5 page) website.”

eCommerce – “Generate increased revenue by selling your products/services online”

Web Applications – “Transform your business (or the world) with user-interactive webpages.”

Website Enhancement:

Logo Animation – “Captivate and impress your customers with an animated logo.”

Responsive Design – “Optimize your website to be as beautiful and functional on mobile phones and tablets as it is on laptops and desktops.”

Search Engine Optimization – “Enhance your website for search engines (such as Google and Bing) to drive more traffic to your website.”

Online Ordering – “Add a web-page to your existing site that allows users to make basic orders if an eCommerce website isn’t the correct solution for you.”

Software Development: “

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# blog.html

## Header: Logo and links to home, services, blog and contact pages.

## Main Content:

The main content for this will just be links to blog pages created by JSS.

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# Sweepstakes.html

# contact.html

## Header: Logo and links to home, services, blog and contact pages.

## Main Content:

Heading: “Contact Us”

About: “We look forward to hearing from you. Send us your message and we’ll email or call you back as soon as possible.”

Contact Form:

Name

Email

Message

Phone

Preferred Method of contact

Preferred Time of contact

Organization

## Footer: Logo | “Jay Software Solutions L.L.C.” | “East Aurora, NY” | “contact@jaysoftwaresolutions.com” | “(716) 867-5309” | Social Media Links

## Move labels to above the forms to prevent zig-zap eye pattern

## Remove unnecessary fields

## Use optional fields instead of required fields

## Use explicit choice if applicable