

Elite Contracting Website – Master Architecture and Build Blueprint

This document defines a complete, scalable, and professional website architecture for a multi-service contracting and full project delivery company. It is designed to serve as a long-term reference for branding, content creation, CMS structure, and conversion strategy.

1. Strategic Foundation and Positioning

The company is positioned as a full scope project partner rather than a trade-based contractor. The strategic narrative emphasizes execution credibility, coordination across trades, structured planning, financial discipline, and long-term property responsibility.

Core Positioning Pillars

- 1 30+ years of hands-on field execution and supervision
- 2 Multi-trade technical capability under one accountable lead
- 3 End-to-end project delivery from consultation to handover
- 4 Professional planning, budgeting, and project control
- 5 Ongoing maintenance and property care, including owners abroad

2. Primary Navigation and UX Logic

Navigation is intentionally minimal to preserve clarity and authority. Each page serves a specific business function: awareness, trust, proof, or conversion.

- 1 Home – brand positioning and conversion
- 2 Services – capability architecture and entry point
- 3 Projects – proof of delivery and credibility
- 4 About – story, leadership, and trust
- 5 Process – professionalism and risk reduction
- 6 Property Care – premium niche conversion
- 7 Contact – lead capture and communication

3. Home Page – Detailed Section Architecture

- 1 Hero section with value proposition, experience highlights, and primary CTAs
- 2 Trust indicators strip (years of experience, project types, service scope)
- 3 Services snapshot grid with short descriptors
- 4 Differentiation section highlighting execution, coordination, and planning
- 5 Featured projects with tags and outcomes
- 6 Delivery process overview
- 7 Property care highlight for owners abroad
- 8 Testimonials and social proof
- 9 Final conversion call to action

4. Services Architecture and Page Logic

Services are structured into categories to reduce cognitive load and reflect professional organization. Each service has an individual detail page optimized for clarity, trust, and SEO.

Service Categories

- 1 Core Technical Services
- 2 Contracting and Construction
- 3 Outdoor and Landscaping
- 4 Smart Systems and Maintenance
- 5 Advisory and Project Planning

Standard Service Page Structure

- 1 Hero with service definition and CTA
- 2 Detailed scope of work
- 3 Use cases and best fit projects
- 4 Execution methodology
- 5 Related projects
- 6 Frequently asked questions
- 7 Conversion CTA

5. Projects Portfolio Architecture

Projects are the primary trust-building asset of the website. A single database powers all project views with advanced filtering by type, service scope, stage, and status.

- 1 Project type: residential, commercial
- 2 Service scope: plumbing, electrical, renovation, turnkey, landscaping
- 3 Project stage: new build, renovation, maintenance
- 4 Status: completed, in progress, ongoing

Project Detail Page Components

- 1 Project overview and objectives
- 2 Detailed scope of work by discipline
- 3 Execution challenges and solutions
- 4 Before, during, and after galleries
- 5 Technical metadata and outcomes
- 6 Related projects and CTA

6. About Page and Leadership Structure

The About page establishes long-term credibility and continuity. It presents the company's evolution, founder expertise, and next-generation leadership focused on planning and business growth.

- 1 Company story and evolution timeline
- 2 Founder profile, field execution and supervision
- 3 Business and finance leadership profile
- 4 Core values and working principles
- 5 Competitive advantages
- 6 Service areas and markets served

7. Process Page – Delivery Methodology

This page reduces client uncertainty by clearly documenting how projects are delivered from initial consultation to final handover and maintenance.

- 1 Initial consultation and needs assessment
- 2 Site inspection and technical evaluation
- 3 Scope definition and planning
- 4 Quotation, budget alignment, and approval
- 5 Execution scheduling and supervision
- 6 Testing, quality checks, and handover
- 7 Maintenance and ongoing support

8. Property Care and Owners Abroad

Property care is positioned as a premium service offering continuous responsibility for properties that are unoccupied or owned by clients abroad.

- 1 Scheduled inspections and reporting
- 2 Plumbing, electrical, and system checks
- 3 Pool and garden maintenance
- 4 Preventive repairs
- 5 Emergency response coordination
- 6 Renovation and upgrade supervision
- 7 Photo and progress updates

9. CMS, Content Fields, and Scalability

The CMS structure supports long-term scalability, allowing services, projects, and testimonials to be expanded without redesign.

- 1 Services collection with categories, scopes, FAQs, and related projects
- 2 Projects collection with tags, galleries, outcomes, and metadata
- 3 Testimonials linked to services or projects
- 4 Reusable FAQ blocks across pages

10. Design System and Visual Rules

The visual system reflects authority, clarity, and trust. Design prioritizes readability, spacing, and real project imagery over decorative elements.

- 1 White and light gray backgrounds
- 2 Deep navy primary accent
- 3 Consistent card and grid layouts
- 4 Professional typography with strong hierarchy
- 5 Standardized buttons and CTAs
- 6 High-quality real project photography

11. Conversion and Lead Capture Strategy

Every page supports conversion through visible CTAs, trust signals, and friction-free contact options.

- 1 Request a quote CTA on all pages
- 2 WhatsApp contact integration
- 3 Clear service areas and response time
- 4 Testimonials and featured projects
- 5 Structured contact and quote forms

12. Execution Roadmap

Phase 1: Core pages and portfolio launch. Phase 2: Process, property care, and expanded case studies. Phase 3: SEO expansion, insights, and CRM integration.