Semaan *&* Son Contracting

01 — STRATEGY

User Journey & Conversion Flow

01

Discovery

Visitor lands on homepage. Sees credibility, scope, and legacy at a glance.

HOMEPAGE

02

Exploration

Browses services page. Identifies which service applies to their project.

SERVICES

03

Trust Building

Checks portfolio and project gallery. Sees real work, real results.

PROJECTS

04

Qualification

Reads About Us. Confirms professionalism, experience, and team credibility.

ABOUT

05

Conversion
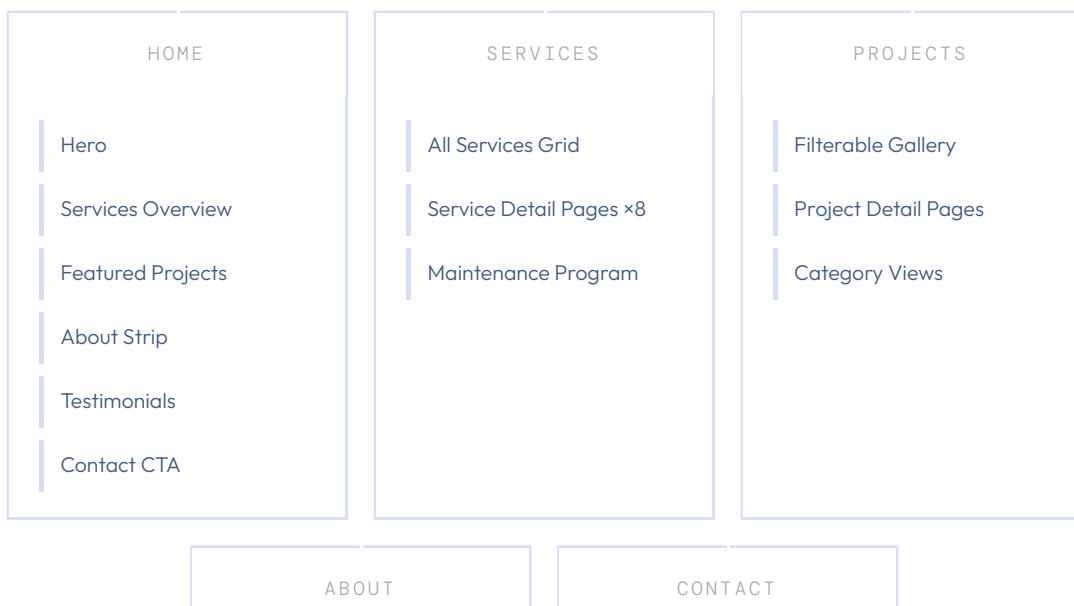
Submits enquiry form or calls directly. Becomes a client lead.
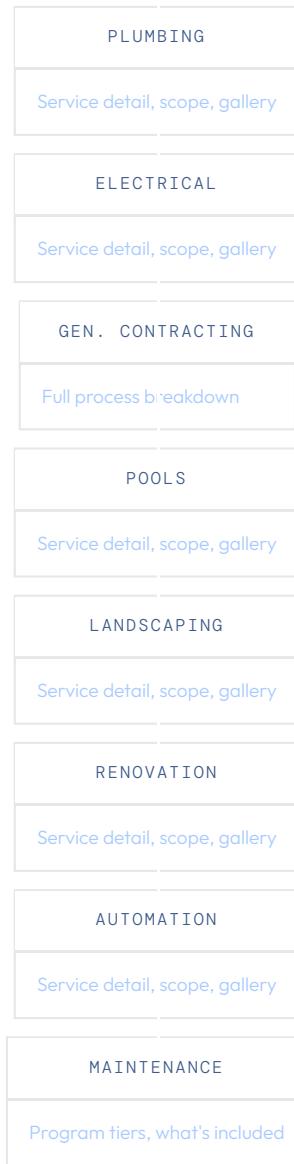
CONTACT

02 — SITEMAP

Full Site Architecture

SEMAANANDSON.COM

HOME	SERVICES	PROJECTS
Hero	All Services Grid	Filterable Gallery
Services Overview	Service Detail Pages ×8	Project Detail Pages
Featured Projects	Maintenance Program	Category Views
About Strip		
Testimonials		
Contact CTA		

ABOUT	CONTACT

Our Story	Enquiry Form
Team	Map / Address
Credentials	WhatsApp CTA
Values	

PLUMBING

Service detail, scope, gallery

ELECTRICAL

Service detail, scope, gallery

GEN. CONTRACTING

Full process breakdown

POOLS

Service detail, scope, gallery

LANDSCAPING

Service detail, scope, gallery

RENOVATION

Service detail, scope, gallery

AUTOMATION

Service detail, scope, gallery

MAINTENANCE

Program tiers, what's included

Section-by-Section Page Design

01 — HOMEPAGE

The homepage is the firm's first impression. It must communicate legacy, scope, and professionalism in under 5 seconds. Every section is a stepping stone toward a service or contact enquiry.

NAV

Sticky Navigation Bar

Logo left · Links center (Services, Projects, About) · "Contact Us" CTA button right · Navy background, white text · Stays fixed on scroll

FIXED NAV

S01 — HERO

Full-Screen Hero

Left: large headline in serif ("Built with Precision. Delivered with Trust.") + sub-headline + 2 buttons + 3 stat counters. Right: full-height photo of a completed project. Navy background. Animated text entrance.

HERO / FULL SCREEN

S02 — MARQUEE

Scrolling Services Strip

Thin navy-to-blue strip with all 8 services scrolling left continuously. Signals scope instantly.

MOTION STRIP

S03 — SERVICES

Services Overview Grid

8 service cards in a 4×2 grid. General Contracting spans 2 columns as a featured card. Each card: icon + service name + 2-line description + sub-items + arrow. Hover: top border animates in. Click → Service detail page.

CARD GRID

S04 — PROJECTS

Featured Projects Preview

Asymmetric masonry grid showing 3–4 best projects. Large featured card (spans 2 rows) + smaller cards. Project name, location, tags on overlay. Hover reveals description. "View All Projects →" link at bottom right.

MASONRY GRID

S05 — ABOUT STRIP

Who We Are — Brief Version

2-column: Left side has headline + 2 paragraphs about the father (30 years) + son (finance credentials). Right side: credential badges in a bordered box (LSE, UCT, McKinsey, GPA). "Learn More About Us →" link.

SPLIT SECTION

S06 — TESTIMONIALS

Client Testimonials

3 testimonial cards on cream background. Quote, client name, project type, year. Simple, clean, trustworthy.

CARD ROW

S07 — CTA

Final Call to Action

Navy background, centered large serif headline "Let's Build Something Lasting." + sub-text + 2 buttons: "Request Consultation" (solid blue) and "Download Portfolio" (ghost). Subtle concentric circle graphic behind text.

CTA / NAVY

FOOTER

Footer

Dark navy (#060e1c). Logo left + copyright. Right: phone, email, address. Middle: quick links. Optional: WhatsApp floating button bottom-right of entire site.

FOOTER

PHOTO

FEATURED PROJECT

The services page is a conversion engine. A visitor comes here to confirm you do what they need. Design must be clear, comprehensive, and filterable.

S01 — PAGE HERO

Services Page Hero

Shorter hero (40vh). Navy background. Left: "Our Services" label + large serif headline. Right: brief paragraph on full-service capability. No photo — geometric shapes as background decoration.

SHORT HERO

S02 — FULL GRID

All 8 Services — Full Grid

4-column grid. Featured card (General Contracting) spans 2 columns. Each card: number, icon, name, description, sub-service tags, arrow button. Hover raises the card and animates a top border. Click → individual service page.

CARD GRID 4×2

S03 — PROCESS

How We Work — 4-Step Process

Horizontal 4-step timeline: Consultation → Planning & Costing → Execution → Handover & Support. Each step: number, title, 2-line description. Light cream background. Simple, professional.

PROCESS TIMELINE

S04 — MAINTENANCE

Property Maintenance Program — Standalone Banner

Full-width navy banner. Left: title + description of the remote/abroad owner service. Right:

CTA button. This is a premium service that deserves its own featured placement.

FEATURE BANNER

Service Enquiry CTA

"Not sure which service you need? Let's talk." — brief text + "Book a Free Consultation" button. Simple, low-pressure conversion nudge.

CTA STRIP

The portfolio is where trust is won. Real photos, real projects. Must be filterable so clients can find work relevant to their own project type.

Projects Hero

Short navy hero (35vh). "Our Work" label. Large serif headline: "Projects That Speak for Themselves." Project count stat (e.g. "200+ Projects Completed").

SHORT HERO

Category Filter Bar

Horizontal tab bar: All · Residential · Commercial · Plumbing · Electrical · General Contracting · Renovation · Pools & Landscape. Active tab = navy fill. Clicking filters the grid below (animated).

INTERACTIVE FILTER

Masonry Project Gallery

12-column grid. First card spans 7 cols × 2 rows (hero project). Smaller cards at 5 cols and 4 cols. Each card: full photo, dark overlay, category tags, project name, location, year. Hover: reveals short description + "View Project →". Click → project detail page. "Load More" button at bottom.
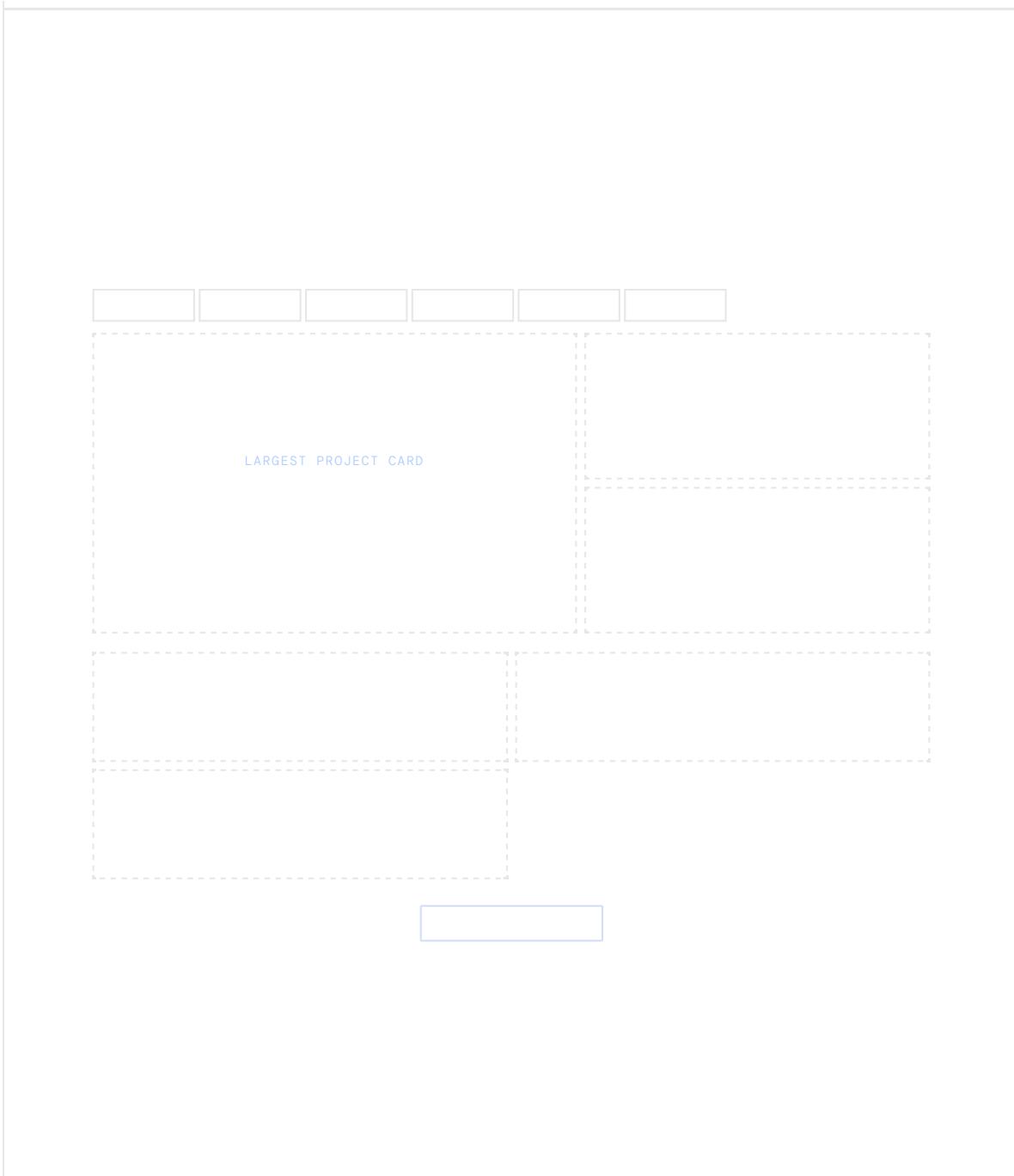
MASONRY GALLERY

Ready to Start Your Project?

Simple navy strip at the bottom with headline and contact button. Keeps momentum going after the portfolio.

CTA STRIP

LARGEST PROJECT CARD

Each project gets its own dedicated page. This builds SEO, gives context to potential clients, and showcases depth of work. Fill in as you photograph more projects.

Full-Width Project Photo Hero

Full-width hero image (70vh). Dark overlay. Bottom-left: project name (large serif), location, year, category tags. Top-left: breadcrumb "Projects / Residential / Project Name".

IMAGE HERO

Project Overview — 2 Columns

Left: Project description (3–5 sentences). Right: Project specs table (Location, Year, Surface Area, Services, Client Type, Duration). Clean, structured.

SPLIT INFO

Photo Gallery

3-column photo grid. Click to open lightbox. Before/after slider if applicable. Caption under each photo.
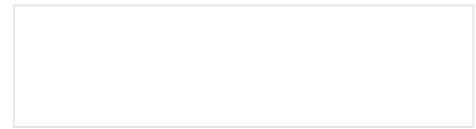
PHOTO GRID

Related Projects

3 cards showing other projects in the same category. Keeps the visitor browsing the portfolio.

CARD ROW

This is where visitors go to verify you're real and trustworthy. Your and your father's story must be told with warmth and professionalism. The credentials are a key selling point.

About Page Hero

Short navy hero. "Est. 1995" label. Headline: "30 Years of Building Lebanon." No photo — instead, a large typographic treatment of "1995 → Today" as a decorative background element.

SHORT HERO

The Origin Story

Full-width section. Large background photo of your father working (optional). Left: headline "From a Wrench to a Vision." Right: 3-paragraph story of the business from plumbing → electrical → full contracting. Timeline dots for key milestones: 1995, 2015, 2019.

STORY SECTION

Meet the Team

2 people, navy background. Georges: role, photo (if available), bio. Kevin: role, photo, bio, credentials grid (LSE, UCT, McKinsey, GPA 3.98). The credentials are displayed as formal badges — not hidden, front and center.

TEAM CARDS

Our 3 Core Values

3-column layout on cream: Craftsmanship, Transparency, Reliability. Each: large serif number, title, 2-line description. Clean and confident.

VALUES GRID

Work With Us
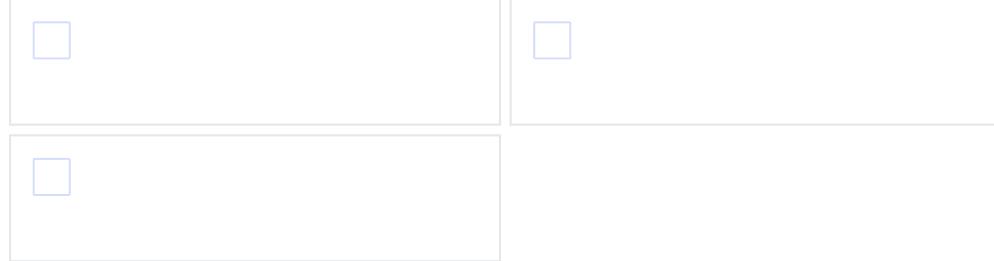
Navy CTA: "Ready to start your project?" + contact button.

CTA

Timeline

GEORGES PHOTO

KEVIN PHOTO

The contact page is the final step. Make it dead simple. Phone, email, WhatsApp, form. No friction. Every extra field reduces submissions.

Contact Hero

Short navy hero. Headline: "Let's Talk About Your Project." Sub: response time promise ("We respond within 24 hours").

SHORT HERO

Contact Form + Contact Info

2-column. Left (60%): enquiry form with Name, Phone, Email, Service Needed (dropdown), Project Description (textarea), Submit button. Right (40%): Phone, Email, WhatsApp button (green), Address. Keep the form to 5 fields max.
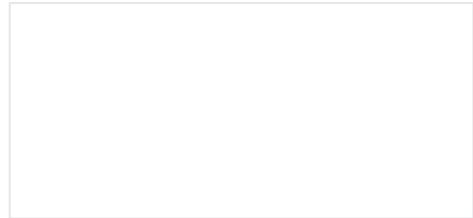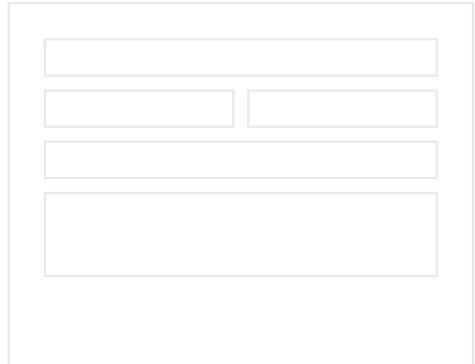
FORM + INFO

Location Map

Embedded Google Map showing service area or office location. Navy map style if possible.

MAP EMBED

GOOGLE MAP EMBED

Colors, Typography & Components

COLOR PALETTE

NAVY DARK #0A1628
PRIMARY BG

NAVY MID #0F2044
SECTIONS

BLUE #2B5CE6
CTAS & ACCENTS

BLUE BRIGHT #4A7FFF
LINKS & HOVER

WHITE #FFFFFF
PRIMARY BG (LIGHT)

OFF-WHITE #F4F6FA
ALT SECTIONS

CREAM #EEF1F7
CARD BG

NEAR-BLACK #060E1C
FOOTER

DISPLAY / HEADLINES — CORMORANT GARAMOND

Built with
Precision.

Section Headline — 400 weight

LABELS / TAGS / UI — DM MONO

SECTION LABEL

NAVIGATION ITEM

SERVICE TAG

BODY TEXT — OUTFIT

Body text in Outfit Light — clean, modern, readable across all devices and screen sizes.

Smaller body / captions in Outfit 300

Primary Button

Solid blue fill. Used for main CTAs.

REQUEST CONSULTATION

Ghost Button

Outlined. Used for secondary actions.

VIEW PROJECTS →

White Ghost (on Navy)

Used on dark backgrounds.

DOWNLOAD PORTFOLIO

Service Tag

Used on project cards and service cards.

RESIDENTIAL   PLUMBING

Section Label

Used above every section heading.

OUR SERVICES

Credential Badge

Used in team / about section.

MCKINSEY FORWARD | LSE · REAL ESTATE

Present on Every Page

🔵 WhatsApp Floating Button

Fixed bottom-right. Green WhatsApp icon. Opens direct chat. Converts browsers who don't fill forms. Essential for Lebanese market.

📌 Sticky Navigation

Navy bar, always visible. On scroll: subtle shadow appears. Active page highlighted. Mobile: hamburger menu with slide-out drawer.

🌐 Bilingual Toggle

EN / AR toggle in the nav. Arabic version with right-to-left layout. Critical for reaching Lebanese clients who prefer Arabic. French optional phase 2.