

Services Page Restructure - Summary

Overview

Successfully restructured the services and pricing pages to create a clear, marketing-focused navigation flow that separates discovery from conversion.

Changes Made

1. Consolidated Services Overview Page (/services)

- **Purpose:** Simplified catalog page for service discovery and browsing
- **Features:**
 - Clean, organized service categories with icons
 - Grouped services by type (Web Design, SEO, Social Media, etc.)
 - Each category shows:
 - Icon and category description
 - List of all services in that category
 - “View Details” button linking to dedicated landing page
 - CTA section for free consultation
 - Mobile-responsive design

2. Pricing Page Redirect (/pricing)

- Consolidated /pricing to redirect to /services
- Maintains SEO continuity while simplifying site structure
- Reduces confusion between similar pages

3. Individual Service Landing Pages

Created detailed, conversion-focused landing pages for each major service:

Web Design (/services/web-design)

- Complete website design and development information
- Showcases both creation and maintenance packages
- Includes:
 - Hero section with value proposition
 - “Why Us” section with key differentiators
 - What’s included features
 - Website design pricing tiers (3 packages)
 - Website maintenance pricing tiers (4 packages)
 - CTA with Calendly scheduler

App Development (/services/app-development)

- Native and cross-platform mobile app development
- Features:
 - Development process overview

- Platform capabilities (iOS, Android)
- Complete app development packages (3 tiers)
- What's included breakdown
- Free consultation CTA

SEO Services (/services/seo)

- Already existed, maintained existing structure
- Strategic SEO services with tiered pricing

Social Media Management (/services/social-media)

- Social media management and community building
- Features:
- Strategy-first approach
- Multi-platform expertise
- 3 tiered packages (Starter, Growth, Premium)
- What's included section
- Free consultation CTA

Ad Management (/services/ad-management)

- Already existed, maintained existing structure
- PPC and paid advertising management

AI Solutions (/services/ai-solutions)

- AI implementation and automation services
- Features:
- Practical AI applications
- Use cases (chatbots, predictive analytics, automation)
- 6-step implementation process
- Custom pricing based on complexity
- Free consultation CTA

4. Homepage Services Section Updates (/components/services-section.tsx)

- Updated “Learn More” buttons to link to individual service pages
- Added “View All Services” button linking to /services overview page
- Maintained “Get Custom Quote” CTA for contact page

5. Navigation Flow

The new structure creates a clear user journey:

```

Homepage
  ↓
[View All Services Button]
  ↓
/services (Overview)
  ↓
[Service Category "View Details" Button]
  ↓
/services/{service-name} (Detailed Landing Page)
  ↓
[Get Started / Schedule Consultation]
  ↓
Checkout or Contact

```

6. UI/UX Improvements

FAQ Section Enhancements

- Added `type="button"` attribute for explicit button behavior
- Implemented `aria-expanded` and `aria-controls` for accessibility
- Added proper ID linking between triggers and content

Button Contrast Fix

- Enhanced contrast on CTA buttons
- Added font-weight for better visibility
- Ensured WCAG AA compliance

7. Technical Improvements

- Fixed TypeScript errors across all new service pages
- Proper prop types for `ServiceCTAButtons` component
- Added required `url` prop to `CalendlyScheduler` components
- Consistent pricing data structure from `/lib/pricing-tiers.ts`

Benefits

Marketing

- **Clear Separation:** Overview page for discovery, landing pages for conversion
- **SEO-Friendly:** Each service has its own dedicated page for better ranking
- **Conversion Optimized:** Individual pages are designed as landing pages with specific CTAs

User Experience

- **Less Confusion:** No duplicate pricing/services pages
- **Better Discovery:** Easy to browse all services at once
- **Detailed Information:** Users can deep-dive into services they're interested in
- **Mobile Responsive:** All pages work beautifully on any device

Maintainability

- **Single Source of Truth:** All pricing data in `/lib/pricing-tiers.ts`
- **Consistent Structure:** All service pages follow the same layout pattern
- **Scalable:** Easy to add new service pages in the future

Files Created/Modified

New Files

- `/app/services/web-design/page.tsx` - Web design landing page
- `/app/services/app-development/page.tsx` - App development landing page
- `/app/services/ai-solutions/page.tsx` - AI solutions landing page
- `/app/services/social-media/page.tsx` - Social media landing page

Modified Files

- `/app/services/page.tsx` - Restructured as consolidated overview
- `/app/pricing/page.tsx` - Changed to redirect to `/services`
- `/components/services-section.tsx` - Updated CTAs and links
- `/components/faq-section.tsx` - Enhanced accessibility

Testing Results

- TypeScript compilation: Passed
- Next.js build: Successful
- All routes accessible: Verified
- Navigation flow: Working correctly
- Mobile responsiveness: Confirmed
- Button functionality: All interactive elements working
- Contrast ratios: WCAG AA compliant

Known Non-Critical Issues

- Duplicate blog images (cosmetic only, no functionality impact)
- Dynamic server usage warnings (expected for API routes)

Next Steps (Optional)

1. Replace duplicate blog images with unique images
2. Add more service landing pages as needed
3. Implement A/B testing on CTAs
4. Add service comparison tables
5. Create service-specific case studies

Deployment

- Build completed successfully
- Ready for production deployment at cdmsuite.abacusai.app
- Checkpoint saved: "Services page restructure complete"

Status: Complete and Ready for Production

Build Date: October 17, 2025

Test Results: All tests passing