

Mirkovic Electric – Website Overhaul Scope

This website update is intended to modernize the Mirkovic Electric online presence so it accurately reflects the scope, complexity, and quality of services provided. The goal is to position the company as a design-driven electrical contractor specializing in high-demand residential systems, advanced load management, and specialty infrastructure.

Scope of Website Work

- Rewrite homepage content to clearly communicate core services, technical expertise, and value proposition.
- Reorganize service offerings to highlight load management, smart electrical panels, PG&E; permitting and coordination, and specialty systems.
- Add dedicated service sections/pages for advanced offerings, including load management solutions, smart panels, utility coordination, and audiophile audio systems.
- Update language and structure to attract higher-quality, technically informed clients while filtering out low-scope inquiries.
- Improve clarity, navigation, and calls-to-action to increase qualified inquiries and consultation requests.
- Ensure consistent professional tone aligned with licensing, permitting, and utility-facing work common to Bay Area projects.

This effort focuses on content structure and positioning rather than cosmetic design alone, ensuring the website functions as a business development and client-qualification tool.