10-20 Planning: Consulting Website Structure and Conversion Strategy

Website Structure and Content Plan

- Homepage (Landing Page)
  - Primary conversions: Request a Quote, Call Me Now, Subscribe to Mailing List
  - On-site AI assistant available
  - Top-level sections:
    - About the Company: mission, who we are, what we do; empowerment focus for individuals, families, and businesses
    - Reasons to Choose Us
    - Services Overview, including technology services
    - Testimonials and Reviews
    - Integrations: Google Business, Yelp, and other review platforms
    - Scheduling: ability to schedule a call or meeting (Calendly integration)
- About Section
  - About Our Company: mission, identity, scope, and activities
  - About Our People/Partners: strategic partners, partner profiles, and their service offerings
- Services Page
  - Business Consulting
  - Digital Marketing Consulting
  - Insurance Services and Consulting
  - Tax Services
  - Accounting Services
  - AI and Technology Consulting
  - Automation Implementation
  - Web Capabilities ("and much more with our web skills")
- Testimonials and Reviews Page
  - Centralized testimonials hub
  - Live review connections: Google Business Reviews, Yelp
  - Mechanism to leave new reviews on Google and Yelp
- Advice & Tips Page
  - Educational content: advice, tips

- Blog articles and images
- Book Now Page
  - Direct scheduling via Calendly: automatic connection to book meetings

Functional Requirements and Integrations

- Lead Capture and Conversion
  - Quote request form with essential fields
  - "Call Me Now" CTA with click-to-call and/or immediate callback feature
  - Mailing list signup form connected to email marketing tool
- AI Assistant
  - On-site AI assistant for FAQs, service guidance, and lead intake
- Review and Reputation Management
  - Google Business and Yelp integrations for display and submission
  - Links or embedded widgets for posting new reviews
- Scheduling
  - Calendly embedded on the Book Now page
  - Calendar availability syncing and confirmation workflow
- Navigation and UX
  - Clear top navigation linking: Home, About (Company, Partners), Services, Testimonials & Reviews, Advice & Tips, Book Now
  - Prominent CTAs across pages (Request a Quote, Schedule, Subscribe)
- Content Architecture
  - Company mission and empowerment narrative
  - Partner bios and service listings
  - Detailed service descriptions for each consulting area
  - Ongoing blog publishing workflow with images
  - Testimonials repository and ratings display

Data, Facts, and Examples to Include

- Empowers individuals, families, and businesses
- Strategic partners: list of names, specialties, and service details
- Service categories: business, digital marketing, insurance, tax, accounting, AI/tech, automation, web skills
- Review ecosystems: Google Business, Yelp, other business connections
- Scheduling: Calendly as the booking system

Content Elements and Messaging

- Value propositions: reasons to choose the company, outcomes delivered
- Trust signals: testimonials, third-party reviews, partner credibility
- Accessible contact options: immediate call, quote request, and scheduling
- Educational positioning: Advice & Tips blog to provide ongoing value

Backend and Implementation Considerations

- Forms
  - Quote request: validation, CRM/email integration
  - Mailing list: double opt-in compliance
- AI Assistant Configuration
  - Knowledge base from About, Services, FAQs, and blog
  - Handoff to a human via scheduling or call option
- Review Widgets/API
  - Display recent Google and Yelp reviews
  - Direct links for new review submissions
- Calendly Integration
  - Embedded widget on Book Now
  - Confirmation emails and reminders
- SEO and Content
  - Structured metadata for each page
  - Blog categories and tags for Advice & Tips
  - Local SEO: Google Business profile alignment

User Journeys

- Immediate Contact and Conversion
  - Homepage CTA → Request a Quote form submission → CRM capture → follow-up
  - "Call Me Now" → click-to-call or callback request → immediate engagement
  - Book Now → Calendly → scheduled meeting confirmation
- Research and Trust-Building
  - Read About (Company and Partners) → Services details → Testimonials & Reviews → Book Now
- Ongoing Engagement
  - Subscribe to mailing list → receive tips/advice → return to site for services

To-Dos and Page-Specific Requirements

- Homepage: finalize CTAs, add AI assistant, connect to Google/Yelp, embed scheduling
- About: write company mission/identity; compile partner bios and service summaries
- Services: create detailed descriptions for each consulting category
- Testimonials & Reviews: aggregate testimonials; implement live review feeds and submission links
- Advice & Tips: set up blog framework; publish initial articles with images
- Book Now: integrate Calendly; ensure availability sync and user confirmations

Next Arrangements

[ ] Configure and embed the on-site AI assistant on the homepage with a services/FAQ knowledge base

[ ] Build the Request a Quote form and integrate with CRM and email notifications

[ ] Implement the "Call Me Now" CTA with click-to-call and/or callback mechanism

[ ] Set up mailing list signup with double opt-in; connect to the email marketing platform

[ ] Write and publish About Our Company content (mission, who we are, what we do)

[ ] Compile About Our People/Partners profiles with services offered

[ ] Draft and publish detailed Services pages for each consulting category

[ ] Integrate Google Business and Yelp review widgets; add links for posting new reviews

[ ] Aggregate existing testimonials and display them on the Testimonials & Reviews page

[ ] Build the Advice & Tips blog structure; publish initial articles and images

[ ] Embed Calendly on the Book Now page; configure availability, confirmations, and reminders

[ ] Configure site navigation to include Home, About (Company, Partners), Services, Testimonials & Reviews, Advice & Tips, Book Now

[ ] Implement SEO basics: titles, meta descriptions, and structured data for pages

[ ] Test all CTAs and forms end-to-end; verify mobile responsiveness and accessibility