MRE Consulting & Insurance — Website Development & Design Brief

1. Project Objective

Create a conversion-first, AI-enabled, and visually engaging website that highlights MRE Consulting & Insurance's multi-service offerings while driving lead generation, calls, quotes, and bookings through a seamless, modern interface. The website will prominently feature an on-site **AI Agent** capable of answering questions, assisting visitors, and guiding them to take action. It must integrate all **Google Business, Yelp, and social media review feeds**, allowing visitors to view live reviews and access company social profiles directly from the site.

2. Core Website Architecture

The site should feature clear top navigation linking to: Home, About (Company, Partners), Services, Testimonials & Reviews, Advice & Tips, and Book Now. It should have a sticky navigation bar, smooth scrolling transitions, and mobile responsiveness.

3. Homepage (Landing Page)

The homepage serves as the main entry point and must emphasize conversion-focused CTAs with visual animations. Sections include:

1. Hero Section with animated tagline, background video, and dual CTAs: 'Request a Quote' and 'Book Now'.
2. About Snapshot with mission statement and credibility metrics.
3. Reasons to Choose Us with icon-based animations.
4. Services Overview slider linking to detailed service pages.
5. Testimonials Carousel pulling live reviews from Google and Yelp.
6. Integrated **AI Agent** to engage users and answer questions.
7. Mailing List Signup integrated with CRM.
8. Footer with contact details and social media icons linking to official company accounts.

4. About Page

Includes 'About Our Company' (mission, vision, identity) and 'About Our Partners' (profiles and strategic alliances). Each section will feature scrolling animations and light hover effects to enhance engagement.

5. Services Page

Detail all offerings including Business Consulting, Digital Marketing, Insurance Consulting, Tax & Accounting, AI & Technology Consulting, Automation Implementation, and Web Capabilities. Each service card should include a 'Request a Quote' and 'Book Now' CTA.

6. Testimonials & Reviews

Central hub displaying live Google Business and Yelp reviews with schema markup for SEO. Include an option for users to leave new reviews and view social proof across platforms.

7. Advice & Tips (Blog)

A blog-style resource page for ongoing education, SEO, and audience engagement. Articles should feature multimedia integration, categories, and newsletter sign-ups.

8. Book Now Page

Integrated Calendly widget for real-time scheduling. The page should also feature a pop-up from the AI agent offering assistance and guidance with booking.

9. Integrations & Functionality

1 **AI Agent:** Site-wide, available on all pages for Q&A;, lead capture, and navigation support.

2 **Google Business & Yelp:** Embedded feeds for verified reviews and submission links.

3 **Social Media Integration:** Links and live content previews for Facebook, LinkedIn, Instagram, YouTube, and X (Twitter).

4 **Calendly Scheduling:** Embedded widget with automated confirmation workflow.

5 **CRM Integration:** Lead forms connected to HubSpot or Google Sheets.

6 **GA4 & Tag Manager:** Event tracking for quotes, bookings, AI interactions, and signups.

10. Design & UI Guidelines

The design should be clean, modern, and interactive, featuring professional animations, subtle motion effects, and high accessibility standards. Primary color palette: blue, white, and metallic accents. Typography: Poppins or Inter. Animations should be smooth and non-distracting.