

WEBSITE

GUIDE

HOMEPAGE

Is going to be the most critical and most work demanding page in this project, because it is the face of organisation. So, more work and time is required on its design, content placement, marketing and lead capturing areas.

The main sample we want to follow is:

<https://ec.com.pk/>

We really like how they have big banner and lot of content and foldable options in top bar when navigation to programs, it shows list of programs and when hover on it. It shows even more detail right from there.

Design inspirations:

[https://www.behance.net/gallery/118922113/Eduo-Online-Education-Website-design?](https://www.behance.net/gallery/118922113/Eduo-Online-Education-Website-design?tracking_source=search_projects%7Ceducation%20website)

[tracking_source=search_projects%7Ceducation%20website](https://www.behance.net/gallery/118922113/Eduo-Online-Education-Website-design?tracking_source=search_projects%7Ceducation%20website)

[https://www.behance.net/gallery/140265597/Platform-for-learning-foreign-languages?](https://www.behance.net/gallery/140265597/Platform-for-learning-foreign-languages?tracking_source=search_projects%7Ceducation%20website)

[tracking_source=search_projects%7Ceducation%20website](https://www.behance.net/gallery/140265597/Platform-for-learning-foreign-languages?tracking_source=search_projects%7Ceducation%20website)

[https://www.behance.net/gallery/143688717/E-Learning-Platform-Landing-Page?](https://www.behance.net/gallery/143688717/E-Learning-Platform-Landing-Page?tracking_source=search_projects%7Ceducation%20website)

[tracking_source=search_projects%7Ceducation%20website](https://www.behance.net/gallery/143688717/E-Learning-Platform-Landing-Page?tracking_source=search_projects%7Ceducation%20website)

https://www.behance.net/gallery/138031581/e-Learning-Landing-Page-sadekud?tracking_source=search_projects%7Ceducation%20website

Sections

Hero:

Big banner (Sir Usman Photo) and a quote

“E-commerce is not by choice anymore. It is the future, everyone will adapt it eventually.” -Usman Akhtar
(Like [this](#))

- Can we also have a tiny form on right side saying
“Want any info? request a call back”
field: full name, city, email address, phone number, any message,
button: Request a call back
(this will go to our general lead collection area for call centre to call them)

2nd Section

About Usman Akhtar
(take from current website: brakley.com)

3rd section

About Dropshipping

“Learn Dropshipping from experts. Expand your knowledge and and utilise it to broaden your business and earning potential.”

(add logos here of: Amazon, Walmart, Ebay, shopify, Facebook marketplace, onbuy.com)

on a side, a place for a photo or group of few photos.

button: (view Programs)

4th section

Incubation system

“Pakistan’s Largest Dropship Incubation system”

Photos of our LAB and locations of our 2 LABS

Button: (Enrol in Lab)

5th section

Your First Step is BEL series

“if you are completely new in field of drop shipping, Brakley recommends to start with our free course and start gaining practical knowledge from our free course today”

Button: (enrol me in BEL series) (go to brakley.com/bel)

6th Section

Our Friends, Partners and Mentions

- we will show logos of many organisations

Etc: BBC, Samaa, Aaj news, Bol News, PTV, Comsats, Bahria University, Bagh University Kashmir, Ripha University Faisalabad

Footer