

# Signs by Design

Content Audit

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## **1. Description:**

Signs by design is a company that creates signs and also installs, maintains, and refurbishes them. our goal with the site is to deliver just the amount of content that they need, while creating a welcoming feel to the site.

## **2. Site Specific Key Words**

**Industry Users:** Custom Signs, Illuminated signs, refurbishing signs, sign installation, billboard signs, north america, sign company.

**Average Users:** Custom signs, signage, south carolina, business signs, advertising signs, startup company signs.

## **3. Mobile-First Approach:**

I intend to utilize the mobile-first approach to reach Signs by Design's audience, because it is a company where they want to showcase the work they do, and then draw in client from that. So we are going to stick to a very basic 4 pages, Home, About, Services, and Contact. Making all this content accessible and easy to read, making the visit quick and give them a reason to come back.

Global Nav	Description	Titled Sections	Original Content Link	Treatment	Keywords (Page Specific)	Notes
Home	Featured content including any promotions that may be on.	located at the top of the page	<a href="http://www.signsbydesign.biz/">http://www.signsbydesign.biz/</a>	Tabs will be at the top with the branding, and below will be any featured content	Signs By Design, Vehicle Wrap, Illuminated Signs, Sign Services.	Take a visual approach, and do not overwhelm viewers with text.
About	Writeup about the company, along with a facility photo.	located at the top of the page	Currently the homepage is the about page as well - <a href="http://www.signsbydesign.biz/">http://www.signsbydesign.biz/</a>	Image of the facility with a short writeup about the company.	South Carolina, Advertising Signs, Startup Business'.	Keep the bio the same length, and use a cleaner font with a hi-res photo.
Services	List of services, along with images from each service.	Illuminated Signs, Refurbished, Installation, Vehicle Wrap, Etc.	<a href="http://www.signsbydesign.biz/installServ.html">http://www.signsbydesign.biz/installServ.html</a>	Titled sections with the photos just under each title for easy access.	Installation, Vehicle Wrap, Illuminated Signs, Non Illuminated Signs, Business Advertisements	Heading for each service with the a row of photos that are clickable and expand beneath it.
Contact	Contact form	Name, Number, Email, Message	<a href="http://www.signsbydesign.biz/contact.html">http://www.signsbydesign.biz/contact.html</a>	Contact for with their address info below it.	Contact Signs By Design, Phone Number, Address, South Carolina Signage.	Make all fields mandatory

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