

Signs by Design

Content Audit

By Brandan Bath

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, by targeting and focusing on such things that a user comes to find when they use their mobile device to visit the "Signs By Design" website. So with that being said I will be having the phone number in the top right corner, along with their address in the footer of the website, with the main intended information in the body of the page, such as some of their best and most noticeable signs to date. Giving mobile viewers a glance at the quality of their work right off the bat. Then of course giving the option to navigate to over pages, which will be a simple navigation menu at the top of the site below the branding.

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	http://www.signsbydesign.biz/	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 - http://www.signsbydesign.biz/	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	List of all of the services	http://www.signsbydesign.biz/installserv.html	Clean text list with clickable headings leading to those services pages	Installation, Vehicle Wrap, Illuminated Signs, Non Illuminated Signs, Business Advertisements	Make the headings a different shade from the actual services lists
-Signs (Services Dropdown)	List and photos of the various different kinds of signs they make	Located in the drop down menu of the "Services" page	New Page	Content for each different type of service will be just under the headings	Signage Services, Illuminated Signs, Non Illuminated, Startup Business'	Align 2 photos next to each so they are a nice size to view

Global Nav	Description	Titled Sections	Original Content Link	Treatment	Keywords (Page Specific)	Notes
-Maintenance (Services Dropdown)	List and photos of the various different kinds of Maintenance packages they offer	Located in the drop down menu of the "Services" page	New Page	Content for each different type of service will be just under the headings	Refurbishing Signs, Sign Maintenance, Installations, Illuminated Signs	Align 2 photos next to each so they are a nice size to view
Contact	Contact Form	Name, Number, Email, Message	http://www.signsbydesign.biz/contact.html	Contact form with their address info below it	Contact, Signs By Design, Phone, Number, Address, South Carolina, Signage	Make all fields mandatory