

Executive Summary (what to fix first)

1. Split the experiences

- Marketing site (public) → the old site's aesthetic + content, server-rendered/SSR or statically generated, fast, indexed.
- Customer portal (private) → app subdomain, e.g. portal.infinitelaundrysolutions.com.au (or /portal) behind auth.

2. Design system (match old site)

- Palette: mint #BBE7D0, grey #E8E6E6, deep green/black headings; generous whitespace; icons/line art; section dividers.
 - Typography: bold, high-contrast H1s (like the old “Exceptional Laundry Care” hero), friendly body copy, 1.5+ line-height.
 - Components: hero, value tiles, service cards, industry cards, pricing table, service-area map, testimonials, CTA bars, form.
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Information Architecture (marketing)

- Home
 - About ILS
 - Services (overview section + links to “Commercial Laundry”, “Linen Hire & Rental”, “Uniform & Apparel”, “COG”, “Specialty & Event Linen”)
 - Industries We Serve (Hospitality, Healthcare)
 - Service Areas
 - Prices
 - Why ILS? (could live on Home + About, but keep as section or page)
 - Get a Quote (primary CTA)
 - Contact (footer + page)
 - Privacy (simple legal page)
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Page-by-Page Comparison & Rewrite Briefs

Below, each page has: What the old site did well, Issues observed/assumed on the new site, and Dev/Design brief with acceptance criteria.

1. Home

Old site strengths

- Strong hero ("Exceptional Laundry Care"), clear subhead ("Your premium laundry solution for hospitality and healthcare"), immediate CTA.
- Scannable sections: services grid, "Why ILS?", industries, map/areas, testimonials/CTA.
- Clean mint aesthetic and big typographic hierarchy.

New site gaps

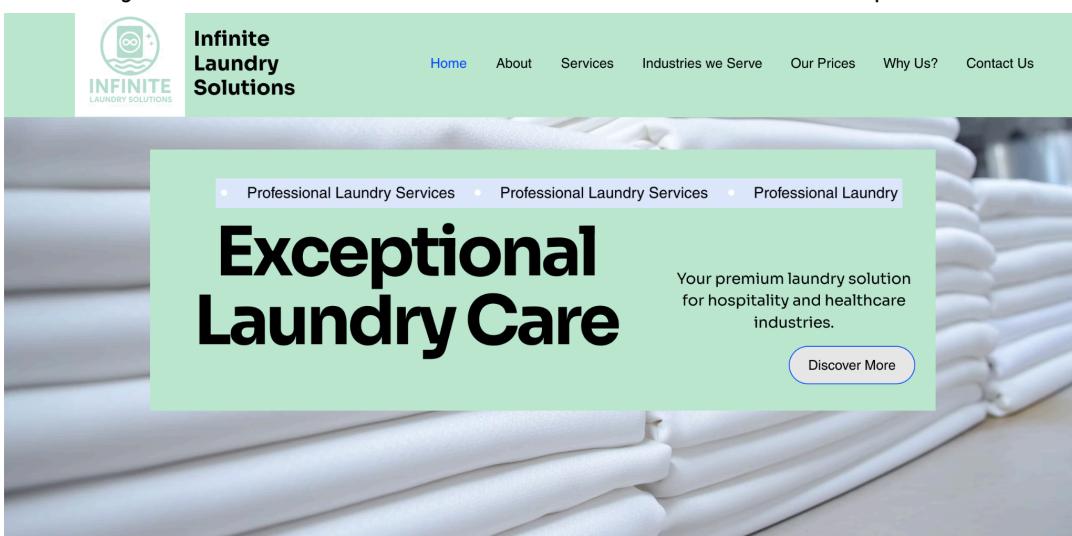
- Non-rendering without JS → zero indexable content; likely missing rich hero & structured sections for SEO.

Brief

- Hero: big headline, 1-sentence value prop, primary CTA "Get a Quote" + secondary "Services".
- Proof strip: "Powered by Electrolux machinery · Flexible pickups · Emergency support"
- Services overview: 5 cards with icons (see Services page).
- Industries: Hospitality & Healthcare tiles.
- Why ILS highlights (3–5 bullets).
- Service Areas mini-map + link.
- CTA band: "Trial & Sample Pickups Available – Try us before you commit."

Acceptance

- Renders full content without JS; page has unique <title>/<meta>.
- Primary CTA visible above the fold on mobile & desktop.



2. About ILS

Old site strengths

- Clear origin story tied to Infinite Asset Solutions; mission & values (Quality, Transparency, Reliability, Innovation, Care) with simple iconography.

New site gaps

- Likely lacks story depth and values visuals due to app-first build.

Brief

- Sections: Origin story → Mission → Values grid → Operations photo (subtle).
- CTA: “Talk to us” → /get-a-quote.

Acceptance

- Values presented as a list with icons; readable at 16px+ body size.

About ILS

Born from the success of Infinite Asset Solutions, Infinite Laundry Solutions was created to solve a growing need we saw firsthand—dependable, quality-driven laundry services for the hospitality and healthcare sectors. As long-time operators in motel and commercial venue management, we understand what's at stake when it comes to clean, timely linen delivery.

Our Mission

To deliver commercial laundry solutions with precision, reliability, and care—helping our clients focus on what they do best.

Our Values



Quality Transparency Reliability Innovation Care

3. Services (overview)

Old site strengths

- Five clear services: Commercial Laundry; Linen Hire & Rental; Uniform & Apparel Cleaning; Customer-Owned Goods (COG); Specialty & Event Linen.
- Each has a one-line benefit and supportive icon.

New site gaps

- App-first likely compresses marketing copy; services not crawler-discoverable.

Brief

- Create a services landing with 5 cards → each links to a short detail section or anchor.
- Add a 2–3 sentence paragraph per service, focused on outcomes (turnaround, hygiene, reliability).
- Add FAQs: turnaround times, minimums, pickup windows, emergency deliveries, billing cycles.

Service detail (can be anchors on Services)

- Commercial Laundry: “High-volume, fast-turnaround for hotels, motels, resorts.”
- Linen Hire & Rental: “Clean, pressed linen delivered on your schedule; replacement of worn items included.”
- Uniform & Apparel: “Corporate/industrial/healthcare staff garments; tagging & segregation.”
- COG: “Per-kilo or per-piece cleaning of your own inventory; express options; volume discounts.”
- Specialty & Event Linen: “Napery, tablecloths, bedding packages.”

Acceptance

- Each service has unique h2, crawlable body text (≥ 120 words), CTA to /get-a-quote.
- Bullet list of inclusions; optional micro-pricing ranges “from \$... (ex. GST)” where appropriate.
- One relevant photo or icon per section with alt.

Services

Clean linen shouldn't be a luxury—it should be the standard. At Infinite Laundry Solutions, we offer a range of services designed to meet the specific demands of busy venues across Queensland. From small boutique stays to large medical facilities, we provide scalable, stress-free laundry and linen solutions.



COMMERCIAL LAUNDRY SERVICES

High-volume, fast-turnaround service for hotels, motels, resorts, and more



LINEN HIRE & RENTAL

Clean, pressed linen delivered on your schedule



UNIFORM & APPAREL CLEANING

For corporate, industrial, and healthcare staff



CUSTOMER-OWNED GOODS (COG)

We clean what you own—professionally and precisely



SPECIALTY & EVENT LINEN

Towels, napkins, tablecloths, bedding and more

4. Industries We Serve

Old site strengths

- Clear two-tile layout: Hospitality, Healthcare with sub-lines (Hotels/Motels/Resorts/STR; Clinics/Medical Centres/Aged Care).

New site gaps

- Likely omitted or minimized.

Brief

- Add sector pages or a two-tile section with specific pain points + outcomes (bed change frequency, infection control, linen par levels).
- Add 2 short testimonials (only placeholders, real testimonials to come later).

Acceptance

- Two distinct h2 sections; each ≥100 words; CTA deep-links to Get a Quote with pre-selected “Industry”.

Industries we Serve

We understand the unique needs of every industry we serve. Whether you're welcoming guests, caring for patients, or feeding the masses, you need clean, dependable linen—and fast.



Hospitality

Hotels, Motels, Resorts, Short-Term Rentals



Healthcare

Clinics, Medical Centres, Aged Care Homes

Don't see your industry?
Let's chat – we tailor our services to you.

[Contact Us](#)

5. Our Service Areas

Old site strengths

- Headline split: “Currently serving” vs “Expanding soon to”; Google Map view.

New site gaps

- Probably absent; app-first routing rarely includes embedded maps + copy.

Brief

- Copy:
 - Currently serving: Brisbane, Gold Coast, Sunshine Coast & surrounding suburbs.
 - Expanding soon: Sydney, Newcastle, Hunter Region.
- Component: Static image map (for performance) + optional interactive map; list of key suburbs.
- Local SEO: Separate localized content blocks (H3s) for “Laundry service in Brisbane...”, etc.

Acceptance

- Static HTML list of service regions present; JSON-LD Service with areaServed.

Our Service Areas

We're proud to support businesses across Queensland with reliable, efficient linen and laundry services. From bustling city hotels to coastal clinics, our reach is growing fast.

Currently Serving-
Brisbane | Gold Coast | Sunshine Coast & Surrounding Suburbs

Expanding Soon to-
Sydney | Newcastle | Hunter Region

Explore the map below to see if we service your area—or click the button for clean linen!

[Clean Linen!! >](#)



6. Our Prices

Old site strengths

- Transparent “from \$X (ex. GST)” table for common items under Linen Rental Services; explanation for COG pricing.
- This is a strong differentiator.

New site gaps

- Portal-centric builds often remove public pricing.

Brief

- Recreate the price table (King/Queen/Single sheets, towels, pillowcases, bath mats, face washers, etc.).
- Add note: “Final pricing depends on volume, frequency & delivery windows.”
- Add “Request a tailored quote” CTA with radio options (Rental vs COG) → pre-fills form.

Acceptance

- Semantic `<table>`; column headers; mobile collapsible pattern; currency AUD; “ex. GST” label.

Our Prices

At Infinite Laundry Solutions, we believe in transparent, tailored pricing that suits the unique needs of your business. Whether you're renting fresh, high-quality linen or entrusting us with your own inventory, our pricing structure is designed to offer flexibility and value.



LINEN RENTAL SERVICES

Perfect for businesses looking for a hassle-free solution. Our pricing includes laundering, drying and replacement of worn items—ideal for hospitality and healthcare settings that require consistent quality and supply.

Product	Pricing (ex. GST)
King Sheets	from \$2.25
Queen Sheets	from \$2.05
Single Sheets	from \$1.95
Bath Towels	from \$1.50
Tea Towels	from \$1.10
Pillowcases	from \$1.05
Bath Mats	from \$0.90
Hand Towels	from \$0.80
Face Washers	from \$0.75



CUSTOMER-OWNED GOODS (COG) SERVICES

Already have your own linen? No problem. We offer competitive per-kilo or per-piece pricing for cleaning and return of your linen, with options for express turnaround and volume discounts.

7. Why ILS?

Old site strengths

- Clear points: Electrolux machinery, Experience-driven, Flexible service models, Trial & sample pickups, Sustainability-focused.

New site gaps

- Likely buried or missing.

Brief

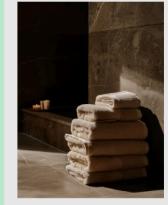
- Present as a 2-column feature list with concise right-side microscopy (mirror the old layout).
- Add small sustainability footnote (water/energy efficiency, detergents, reuse).

Acceptance

- 5 features with icons; 20–35 words each; visible above the fold on 13" screens.

Why ILS?

We've built Infinite Laundry Solutions on a foundation of industry knowledge, operational excellence, and next-generation technology. With premium Electrolux machines and sustainable practices at our core, we deliver more than clean linen—we deliver peace of mind.



Electrolux Machinery
Our state-of-the-art European machines provide best-in-class performance with exceptional water and energy efficiency.

Experience-Driven
We know the industry inside-out because we're part of it.

Flexible Service Models
Linen hire or COG, on-demand or scheduled – we work your way.

Trial & Sample Pickups Available
Try us before you commit.

Sustainability-Focused
Our machines and processes are designed to reduce consumption and environmental impact.

8. Get a Quote

Old site strengths

- Clean intro (“Try us today... Trial services and sample pickups for eligible businesses”), simple form.

New site gaps

- Portal builds sometimes replace marketing forms with logins.

Brief

- Form fields: Full Name*, Phone*, Email*, Company, Property Address (free text), Services Required (multi-select), Frequency, Volume notes, “Trial/Sample Pickup?” (Y/N), Preferred pickup days.
- Form logic: Thank-you page; CRM integration (HubSpot/Xero/Email).
- Spam control: hCaptcha; server-side validation.

Acceptance

- Successful submission stores lead in CRM and emails ops@; GA4 conversion fires; user sees confirmation with expected response SLAs.

GET A QUOTE

Try Us Today. We offer trial services and sample pickups for eligible businesses. Let's show you what premium laundry service feels like. Whether you're a hotelier seeking consistent quality, a clinic in need of hygienic linen turnover, or a venue requiring last-minute support, we're ready to step in. With Infinite Laundry Solutions, you're not just choosing a provider—you're choosing a partner in cleanliness, care, and operational excellence.

Full Name *	Phone *
<input type="text"/>	<input type="text"/>
Company name	Property Address
<input type="text"/>	<input type="text"/>
Email *	
<input type="text"/>	
Services Required	
<input type="button" value="Submit"/>	

9. Contact

Brief

- A simple page + footer block: phone, email, service hours, depot location(s), ABN, social links.

Acceptance

- Click-to-call/tap email; tel:/mailto:/; LocalBusiness schema with contactPoint.



Infinite Laundry Solutions

Home [+61426159286](#)
About [info@infinitelaunderysolutions.com.au](#)
Services **3/76 Mica Street, Carole Park, QLD, 4300**
Industries we Serve
Our Prices
Why Us?
Contact Us

LETS CHAT!!

10. Privacy

Observation

- There is a placeholder/privacy page on a related domain path ("Different jurisdictions have different legal obligations..."). The new site should include a proper AU-compliant privacy page under the primary domain.

Brief

- Implement AU-appropriate policy: data collected, purpose, lawful basis, storage, retention, third parties, cookies, analytics, data access/erasure requests, contact.

Acceptance

- Static, indexable page linked in footer; last-updated date; contact for privacy requests.
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Customer Portal (new site's original goal)

Issues

- Currently renders only with JS; no graceful fallback; mixed with marketing root.

Recommendation

- Move portal to portal.infinitelaundrysolutions.com.au (or /portal route).
- Use a clean auth pattern (email + code or SSO if required), separate from marketing.
- Ensure 401/403 pages don't block crawlers from the marketing content.

Acceptance

- Hitting / returns the public marketing Home (server-rendered); hitting /portal returns the app shell and redirects to login if unauthenticated.
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Copy Blocks (ready to paste)

You can reuse these (adapted from the old site tone) to accelerate the rebuild:

- **Hero H1:** Exceptional Laundry Care
 - **Hero subhead:** Your premium laundry solution for hospitality and healthcare.
 - **CTA:** Get a Quote

 - **About – Mission:** To deliver commercial laundry solutions with precision, reliability, and care—helping our clients focus on what they do best.
 - **Why ILS bullets:**
 - Electrolux Machinery: Best-in-class performance with exceptional water and energy efficiency.
 - Experience-Driven: We know the industry inside-out because we're part of it.
 - Flexible Service Models: Linen hire or COG, on-demand or scheduled—we work your way.
 - Trial & Sample Pickups: Try us before you commit.
 - Sustainability-Focused: Processes designed to reduce consumption and environmental impact.
 - **Service Areas**
 - Currently Serving: Brisbane · Gold Coast · Sunshine Coast & surrounding suburbs
 - Expanding Soon: Sydney · Newcastle · Hunter Region
-

Design System Specs (to match the old aesthetic)

- **Colors:**
 - Mint: #BBE7D0 (backgrounds, panels)
 - Grey: #E8E6E6 (secondary panels/cards)
 - Text: near-black #0E0EOE; accents deep green (devs pick a consistent ~#123E2E family).
 - **Type:**
 - H1 56–72px/700, H2 32–40px/700, H3 22–24px/600, Body 16–18px/400, 1.6 line-height.
 - **Spacing:**
 - Section padding 72–96px desktop, 48–64px mobile; max content width ~1100–1200px.
 - **Icons:** outline/mono line icons to mirror old site.
 - **Buttons:** rounded-xl; primary filled deep green; secondary outline.
 - **Cards:** soft shadow, 16–24px padding, 12–16px corner radius.
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Technical Checklist (developers)

- **Routing:**
 - /home, /about, /services, /services/[slug] (optional), /industries, /service-areas, /prices, /why-ils (optional), /get-a-quote, /contact, /privacy.
 - /portal for the app.
 - **SEO:** next-seo, sitemap & robots endpoints, each page has unique meta; OpenGraph images.
 - **Analytics:** GA4 + conversions (Quote submit, Call click, Email click).
 - **Forms:** server actions or API route; validation (Zod); spam protection (hCaptcha).
 - **Images:** <Image> optimization; width/height set; lazy-load below the fold.
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Acceptance Criteria (global)

- Each page has unique title/description and is included in an XML sitemap.
 - Portal lives on /portal (or subdomain) and does not interfere with marketing crawlability.
 - Visual style matches old site's mint aesthetic and typographic scale.
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Optional Enhancements

- Resource hub (1-page) for brochures/one-pagers.
- Live chat (business hours).
- Schema for "Service" for each offering; "FAQPage" for Services page.
- Pricing calculator (simple range estimator) gated behind email for MQL capture.

Images Utilised

1. Logo



**INFINITE
LAUNDRY SOLUTIONS**

2. Opening Page Backdrop

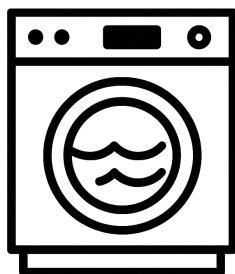


3. About Page: Our Values



4. Services Page:

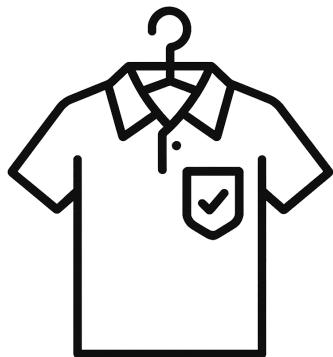
- Commercial Laundry Service



- Linen Hire and Rental



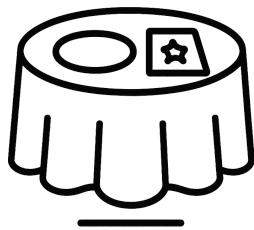
- Uniform Apparel and Cleaning



- Customer Owned Goods



- Specialty Event Linen



5. Industries we Serve Page

- Hospitality



- Healthcare



6. Our Prices Page

- Linen Rental Services



- Customer Owned Goods Services



7. Why ILS? Page

