

# E-Reg Consulting - Business Website, Bootstrap http://www.e-regconsulting.com/

#### 1. Introduction

- A brief introduction to your website idea. State the goals of the project.
  - Give a needed update to a real-world clients' existing website. A friend of mine does environmental services consulting and his website is BAD
    - Add responsiveness, SEO, and a modern look & feel while staying lightweight
  - Write all code from scratch (no templates)
  - Store in online repo (GitHub)
- The values / benefits (tangible and intangible) this application can bring to a company/organization/end user
  - Greater impact for new and existing clients searching for the E-reg's goods and services
  - o Communicate a modern aesthetic and polished image to reinforce expertise

#### 2. Expected List of Features

- A brief list of features that you expect your website to support
  - Single Page style
    - Modern, sleek, minimal, easy to navigate
  - Mobile-responsive (Phone, Tablet, Desktop)
    - Necessity for modern website
  - o Hero/Jumbotron-style home screen
    - Emotionally impactful, aesthetically pleasing

- Fixed/Sticky Navbar below hero image
  - Ease of navigation, current/relevant design
- Services section w/ cards (animate/flip on click to reveal details)
  - Marketing
- About Us section
  - Create trust, share credentials, tell a story
- Testimonials section
  - Continue to build trust
- Contact Us section w/ Bootstrap form
  - Site finishes with call to action w/ form and option to place a call

#### 3. Market Survey

- 1. <u>www.libertyes.com</u>- extremely outdated, similar to client
- 2. www.anamarinc.com more up to date than client
  - Large headers, multiple pages, social links, news feed, blog
- 3. www.miami-environmental.com
  - Early 2000s design, single page, weird math question as security for contact us form
- 4. www.airmd.com
  - Modern design, responsive, slideshow banner, certifications on banner, FAQ section,
     cookies message
- 5. <u>www.cmenvironmentalfl.com</u>
  - Nav bar with elements that are not aligned, services cards section with cheesy pop-in animation, wall of text About Us section, two blog entries, mission statement footer

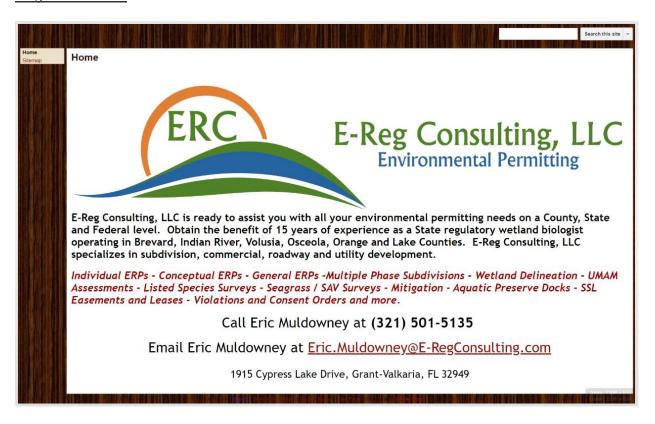
#### 4. References

• Give references to any material / websites / books, et cetera, relevant to your website idea

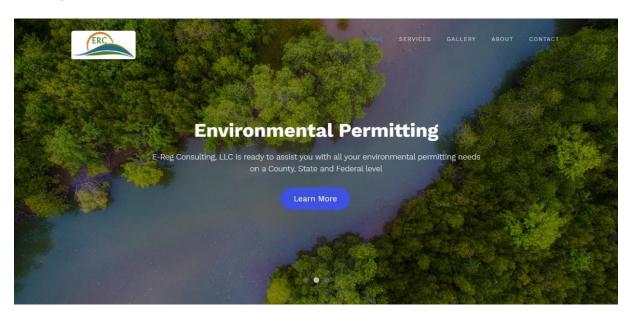
I'm going to base my design *somewhat* around this template I found on Bootsnipp, but trying to code all from the ground up to minimize total lines of code (the template is very heavy

weight, SASS, etc). Mainly incorporating a big hero graphic, services card, a testimonials section, and Bootstrap-styled form. Screenshots of the design I'm working on so far:

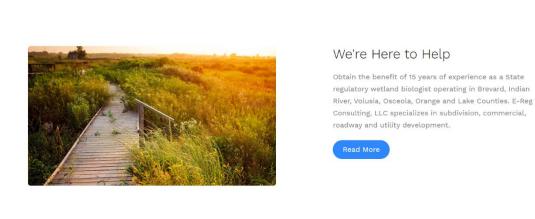
#### Original Website:



#### Landing:



#### About Us:



# Services: (will update icons and change color site-wide to green)

#### Services

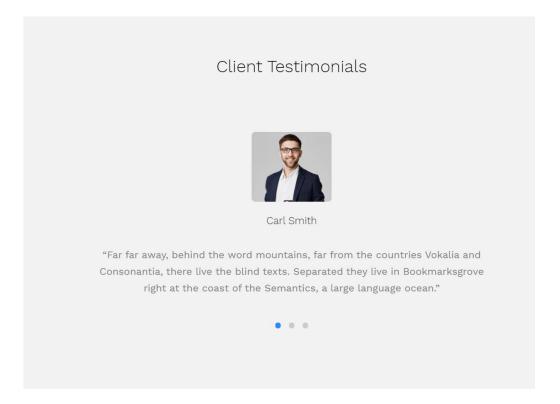
Individual ERPs - Conceptual ERPs - General ERPs - Multiple Phase Subdivisions - Wetland Delineation - UMAM Assessments - Listed Species Surveys - Seagrass / SAV Surveys - Mitigation - Aquatic Preserve Docks - SSL Easements and Leases - Violations and Consent Orders - and more.



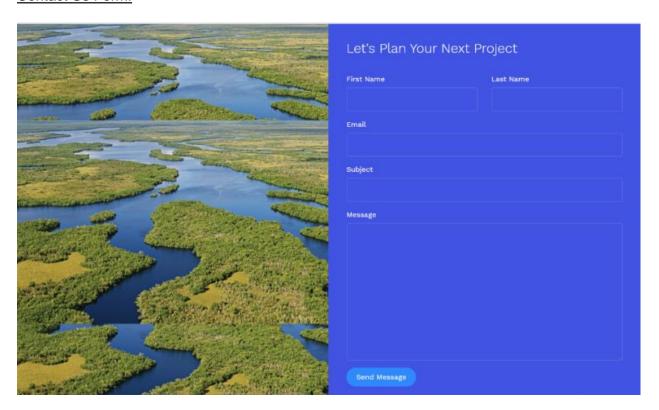


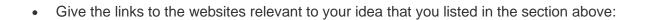


# Testimonials:



# Contact Us Form:





(See next page)

#### Liberty ES - Ponte Vedra Beach, FL

# Liberty Environmental Solutions

Home

Mission

Insurance

Services

Quote Request

Contact

Links

FAQ

Site Map

Call Toll Free: 1-888-249-8565

Welcome to Liberty Environmental Solutions.



Environmentally sound solutions.

We hope that our web page offers you insight into our company.

If you have questions or would like more information, please contact us:

Phone: (904) 285-5333 Fax: (904)285-5366 230 Canal Blvd., Suite 1 Ponte Vedra Beach, FL 32082 Toll Free: 1-888-249-8565

Liberty Environmental Solutions is an environmental service company.

Services include spill response, turnkey remediation, industrial cleaning, hazardous and non-hazardous waste disposal, recycling, and transportation.

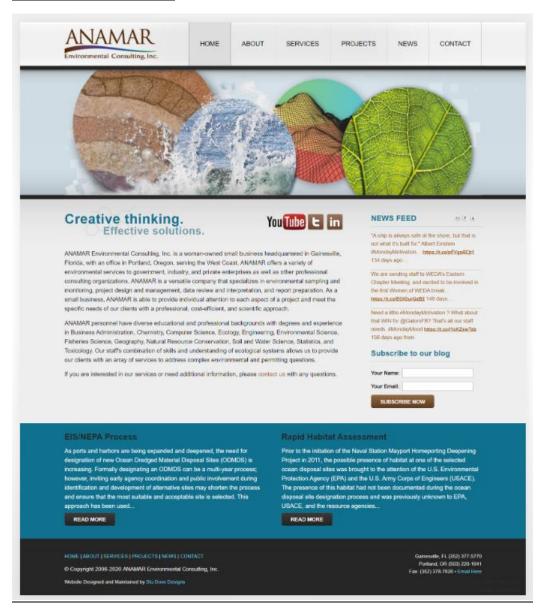
Please send comments or questions to webmaster@libertyes.com

Last Updated: May 1, 2009

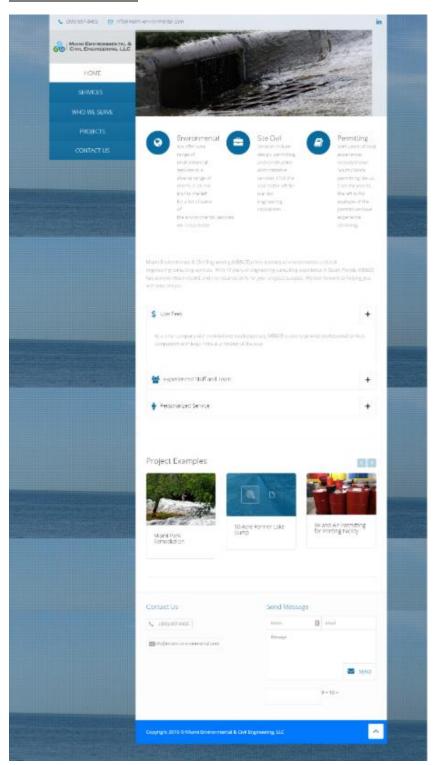
Copyright © 2003-2009 Liberty Environmental Solutions, Inc. All rights reserved.



#### Anamar ES - Gainesville, FL



#### Miami Environmental



#### Air MD - Miami, FL



### CM Environmental Services – Ocala, FL



Generally speaking, excepting Air MD, these websites feel like lessons in what <u>not</u> to do, BUT it does show an apparent need for modernization of this sector's web presence (which could be a future business opportunity), and they do have recurring elements (such as "Services") that show what content is expected to be present by prospective website visitors.