Digital Support Systems, Inc. — Custom Website Build Blueprint

Recommended Stack (Custom Build)

- Framework: Next.js (App Router)
- Styling: Tailwind CSS
- Components: shadcn/ui (optional, keeps UI consistent)
- Hosting: Vercel (simple, fast, reliable)
- Forms: API route + email provider (SendGrid or Resend)
- Analytics: Plausible or Google Analytics
- SEO: Next.js metadata + sitemap.xml + robots.txt

Site Architecture (Pages)

- Home
- About
- Services → Access Control
- Services → IT Infrastructure
- Services → Integration & Support (optional)
- Case Studies
- Partners
- Contact

Design Principles (Balanced)

- Professional, low-noise layout with strong whitespace
- Clear hierarchy: one primary CTA per page
- Use real project visuals: diagrams, racks, door hardware, and clean photos
- Trust signals early: partner logos, certifications, testimonials

Conversion Essentials

- Persistent header CTA: "Schedule a Consultation"
- Contact page with simple form + phone/email
- Lead magnet (optional): capabilities statement PDF download
- Case studies used as proof, not as marketing fluff

Performance & Accessibility Checklist

- Fast pages (optimize images, avoid heavy libraries)
- Accessible color contrast and font sizes
- Keyboard navigation and focus states
- Mobile-first layouts (many visitors come from phones)

What's Included in the Starter Code Bundle

- Next.js + Tailwind scaffold
- Pages for Home, About, Services, Case Studies, Contact
- Reusable components (Header, Footer, CTA band, Service cards)
- Content placeholders pre-filled with your current copy