

# **IMPROVED AGENCY PROFILE V1**

## **GOALS:**

- Improve **visual impact** and **professional feel** of the agency profile
  - Make it more **informative, credible, and actionable**
  - Keep it **clean, mobile-friendly, and easy to navigate**
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## **1. UX/UI & Feature Enhancements for the Public Agency Profile**

### **1. Add a Banner/Header Image**

Instead of just showing the logo, include a wide **header/banner image**:

- Size: 1200x400px recommended
  - Use: Showcase a model, behind-the-scenes, branding visual
  - Result: Instant premium feel, strong first impression
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### **2. Clear Call-to-Action (CTA) Buttons**

Add direct action buttons to guide the visitor:

- ? Apply as a Model
- ? Book a Call
- ? Download Media Kit or See Open Castings
- ? Optional: Show mini link buttons (like Linktree style)

### **3. Modern Contact Section with Icons**

Replace plain text contact info with a clean card-style layout:

- Location (with Google Maps preview optional)
  - Email (click-to-open in default client)
  - Website (auto add https://)
  - » Phone number (click-to-call on mobile)
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### **4. Social Media Links with Validation**

- Display social links with platform icons (IG, TikTok, YouTube, etc.)

- Optional: Auto-fetch preview info (bio, follower count, avatar via API)
- Validate correct URL format (`https://...`) in backend

## 5. Specialties/Focus Areas with Icons

Use visual tags for specialties instead of just plain text:

- Fashion
- Commercial
- Lifestyle
- Editorial
- Runway

Optional: Hover tooltips or short descriptions for each

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## 6. Display Trust Badges (Clickable)

If accredited (e.g. BBB, SAG-AFTRA), show **clickable badge icons**:

- ⓘ With tooltip: e.g. “Click to verify on SAG-AFTRA”
- Can be styled as green check badges or pill components

## 7. “Why Work With Us” Highlight Block

Add a short highlight section with unique selling points:

Example layout:

- ⓘ 15+ years of experience
- ⓘ Global talent placements
- ⓘ Trusted by 100+ brands
- ⓘ Career development coaching

Best displayed as an icon-grid or simple feature list.

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## 8. Fully Responsive Layout

Ensure layout adapts perfectly for smaller screens:

- Stack elements vertically on mobile
- Use collapsible sections if necessary
- Prioritize spacing, padding, and touch targets

## 9. (Optional) Key Team Members Preview

Show just a few **key people** (CEO, talent manager, etc.):

- Avatar + name + role

- All clickable → links to personal profile
  - Limit to 3–5 entries to keep clean
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## 10. Meta Tags for SEO & Social Sharing

Ensure proper metadata for better sharing:

- og:title, og:description, og:image
  - When someone shares the agency link → proper preview image and info
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**Our Specialties**

Fashion Commercial Lifestyle Editorial Runway

**Why Work With Us**

✅ 15+ years of experience 🌐 Trusted by 100+ brands  
🌐 Global talent placements ✉️ Career development coaching

**Why Work With Us**

✅ 15+ years of experience 🌐 Global talent placements  
🌐 Trusted by 100+ brands



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**Social Media**

Fashion Commercial Lifestyle Editorial Runway Runway

**What We Offer**

✅ Global reach ✅ Top-tier talent ✅ Brand trust

[Apply as a Model](#) [Download Press Kit](#)

