**AG Cable Jointing Website Pallette**

1. Home Page Hero Area – five scrolling bullet point main messages in sets of three:
   1. Main services
   2. Key associated services
   3. Key sub-service
   4. Different service delivery mechanisms
   5. Accreditations

Do these hit the mark?

1. Services – do the four main sections cover the main areas of services you provide?
2. About Us
   1. review history and establishment of business
   2. review main company driver (what makes it tick)
   3. Verify service area
3. Projects
   1. Do the five recent projects cover the main industries you service?
   2. Are they the best examples of the main types of work you carry out?
   3. Review wording for each project – do they hit the main message for that service offering?
4. Testimonials – these are entirely made up. We need brief, positive testimonials with an accompanying picture. Picture can be of the person giving the testimonial or the company logo. Some companies want to approve so if you can get people to give a personal testimonial without having to get corporate approval, this would be best.
5. Home Page Why Choose Us? – Why do your customers choose you. Do you really always answer the phone? Etc. What are the key reasons?
6. Contact Us – verify the phone number and email. Is the email address setup?

Required Graphics:

1. Hero image – the Home Page hero image (under the menu) is taken from streetworks in New Zealand. For this I’d like a similar image taken of you and the team working in a typical street setting like at Edgeware Road that day. It’ll need
   1. You holding your UKPN tough notebook pointing at the screen in deep conversation with Catalin
   2. Louis and Jacob in the background with the mini-excavator at work, digging up the pavement.
   3. Plenty of safety – cones and barriers etc. to emphasise safety
2. Recent Projects
   1. Five representative pictures of the Projects you choose to best exemplify your work.
3. Testimonials
   1. Can either use logos of the company’s that give the testimonial or actual pics of the people giving the testimonial. Linked In profile shots usually work if people shots.
4. Why Choose Us graphics – we can update these when you confirm the three main messages.