

Project - Part 1

Modern Maintenance

Current Website: <https://www.modernmaintenance.ca/>

Business/Website Owner: JP Meek

Client Description

Mr. Meek owns a window cleaning company and is currently looking for someone to revamp it. He'd like the website to look clean, professional, and well organized.

Target Audience

Most of JP's business comes from existing relationships with commercial clients. I would also like to build one section for residential customers, specifically to support residential window cleaning services. Most of JP's audience knows him already.

Purpose of the Website

JP wants his website to serve more as a platform for returning commercial clients to have quick and easy access to information, and for submitting RFPs or scheduling services. It needs to represent the business well which means it needs to look clean, professional, and well organized. As most of JP's business comes from existing relationships with commercial clients he's not overly concerned with detailed SEO, however I'm planning to work with SEO in mind in case his needs change in the future.

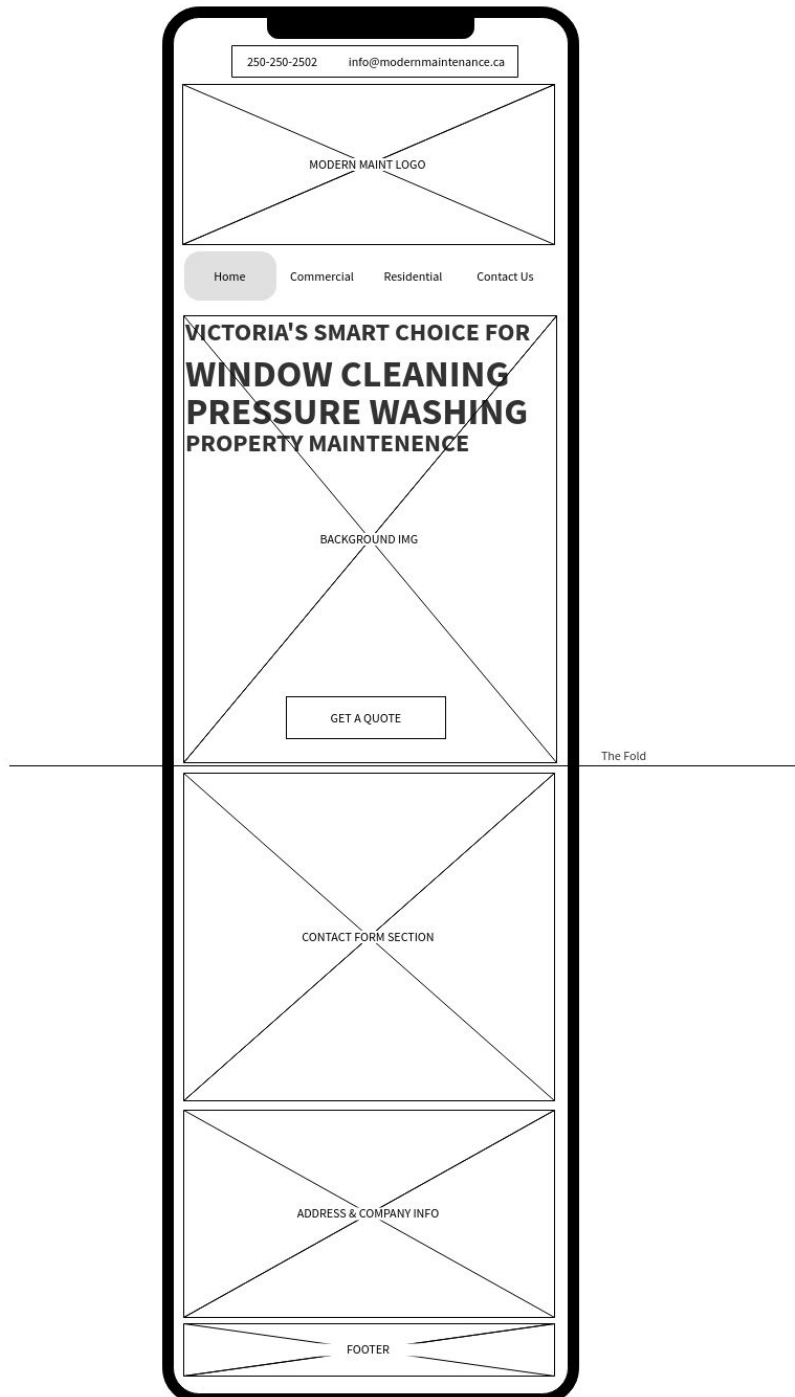
Main Website Content

The first page of the website is for general business information. There should be contact details throughout including the phone number. JP's primary preferred method of contact is by phone or email. Photos of work being done to showcase the team, professional attire, and proper work vehicles will help to sell the professional nature of the services and brand. In terms of pages, the full website should have a main page, contact page, commercial services and residential services page.

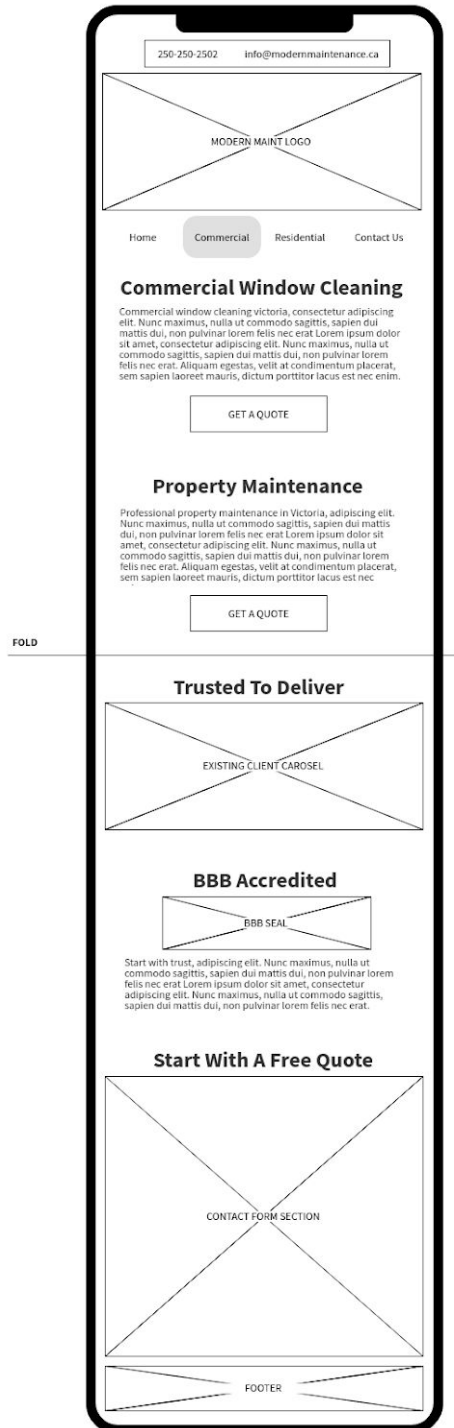
Mobile First

Additionally, the design of this project will be mobile-first. I plan to build out the mobile view & sizing to start, with bigger displays to be built-for later.

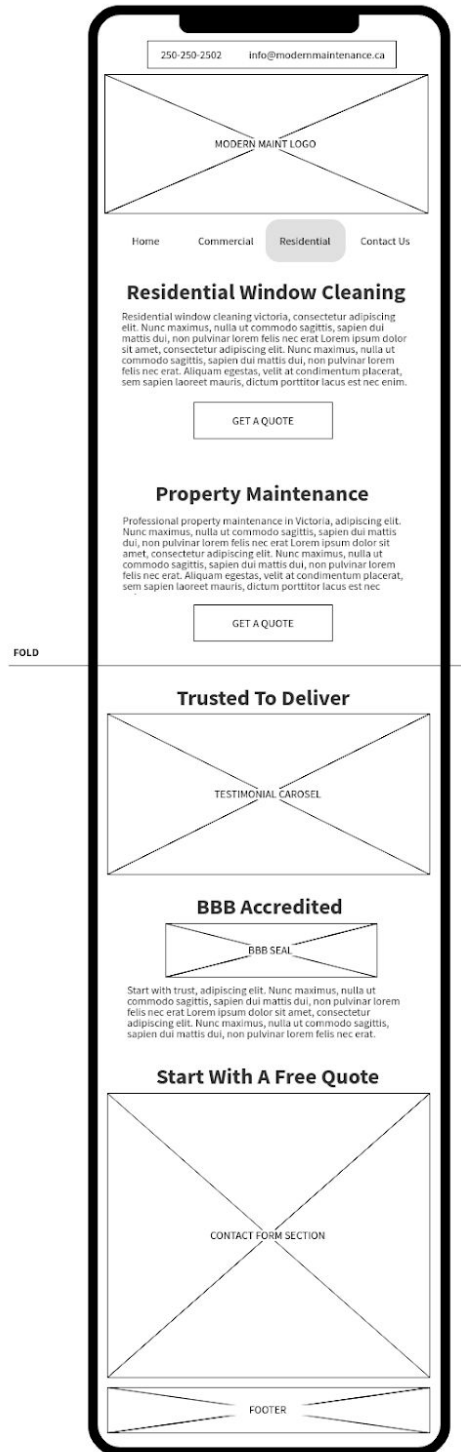
Home Page (Mobile)



Commercial (Mobile)



Residential (Mobile)



Contact Us (Mobile)

A mobile contact form wireframe for 'Modern Maint'. The layout is as follows:

- Header:** A white bar at the top containing the phone number '250-250-2502' and the email 'info@modernmaintenance.ca'.
- Logo:** A large rectangular area with a diagonal 'X' and the text 'MODERN MAINT LOGO' in the center.
- Navigation:** A horizontal bar with four buttons: 'Home', 'Commercial', 'Residential', and 'Contact Us'. The 'Contact Us' button is highlighted in grey.
- Contact Form Section:** A large rectangular area with a diagonal 'X' and the text 'CONTACT FORM SECTION' in the center.
- Buttons:** Two buttons below the form section: 'BY PHONE' and 'BY EMAIL'.
- Footer:** A narrow white bar at the bottom with a diagonal 'X' and the text 'FOOTER' in the center.

The word 'FOLD' is written to the left of the bottom of the wireframe.

Elements & Features

Ideally we'd like to get one or more images from the client that shows a team of uniformed workers to showcase the professionalism and organization of the brand. We'll need the BBB seal that the client is using for it's insertion into select areas of the website. Ideally, we would also like to ask the client to go through his client list to get permission for some of the commercial businesses to post their logo in the commercial page carousel. The Modern Maintenance logo should also be provided to us for use throughout, along with pertinent contact and business details.

For the contact form, it's important that we understand the needs of the client. What data fields should be included on the form? Are there different field requirements for commercial vs residential customers?

I'm leaving room for web tables. I think that a quick 2-3 section price list for residential services could incorporate a web form. These would be price estimates based on total square footage of your home. Ideally, I'd love to have buttons that allow you to book a time slot using Calendly that associates to the size of the project at hand.

The entire website will be screen size responsive. I have ideas to create specific features that are different on mobile vs desktop, such as the way the navbar(s) work, and where they live on the page as well.

I'd like to have 2 carousels, however I also understand that they're not terrific for SEO. I'd like to have a desktop version of the clients carousel that is more of a grid of icons. With more screen real estate we can display more at once and I think that will create a bit of impact when browsed from a desktop or large tablet.

I'd also like to have some responsiveness in the form. I've been watching a few videos on interesting effects using only CSS and HTML and I'd love to incorporate these into my design as well.

Accessibility

Font and text size will be carefully selected to maximize readability on all screen sizes. Images will need to contain alt text. Buttons should all be large enough to click or tap from any device or screen size. Overall the initial design was put together with accessibility in mind.

Our color scheme will be carefully selected as well to ensure good contrast and readability, especially where text overlays images.

SEO

The SEO of this website will be important in driving organic traffic, especially as it pertains to the residential clients. Even the front page, which will see both commercial and residential clicks, will be primarily residential-centred. For this business, most commercial clients are coming through other channels, so ensuring good commercial SEO is less valuable. Residential clients, however, are all primarily finding this business through web searches. These keywords will be researched and inserted into the website with very strategic placement.

Existing Site Critique

Modern Maintenance (MM) has an adequate website at present. It's functional, but not at all mobile friendly or responsive. There are a few issues with the sizing of images and stock images are spread throughout. There are gimmick popup widgets that slow down page loading speeds and may be considered to be more of a mild irritant to some visitors.

The branding is good and I like the logo. I'm hoping to get the SVG file to work with placing this logo into some of the front page images, especially for the desktop version of the site. The color selection is also calm and cool, however some of the readability of text (over buttons as one example) is somewhat strained.

The contact form on the front page is one example of bad color contrasting. Bolder font of a white or off-white color would help text to stand out in the contact form. There are also elements that need additional padding, such as around the "Send Us The Info" button. The phrase "send us the info" is also not exactly ideal as submit button text.

The footer, at least on desktop, could be widened so as to take up less space at the bottom of the page. I also think that the important contact information (email, phone) should be fixed to the top of the page so that even when scrolling the customer just has to click to call (when browsing on mobile).

The SEO of this site, especially the home page, could be greatly improved. Keywords need to appear sooner in the page to capture the attention of crawlers and ultimately to be better indexed for popular search terms.

There are a lot of cool effects, but they're distracting, overlaid text color is not contrasted well, and they take away from the intended professionalism of the page. They feel gimmicky.

Summary & Feedback

Time to Complete: 2h, 15m

Confidence Level: 99%

Skills Learned

How to prepare a proposal for a client or potential client for designing or redesigning a website.

Encountered Difficulties

The hardest part for me was deciding what projected I actually wanted to commit to. There are so many ideas floating around in my head that I found it difficult to choose one path and stick to it.

Requiring Further Review

I can't remember if we just covered or are about to cover the topic of web tables. If we've already covered it, I'll need to review it again.

Comments & Suggestions

I'm excited and looking forward to digging into this project further. Other than that, I have no other comments or suggestions at this time.