Project Overview

Business Name	PaperTrail Digital Solutions
Client Name	Jessica Langford
Social Security Number (SSN)	296-48-5912
Project Category	Website Development
Client Status	Active
Social Media Platform	LinkedIn
Social Media Username	papertrail_jesslang
Password	rFz91mBl@!23

Client Brief

PaperTrail Digital Solutions has approached us to design and develop a user-friendly, responsive website that accurately reflects their brand ethos and streamlines their business processes. Their core business—document management and digitization for small to medium enterprises—requires a sophisticated online presence that instills trust and emphasizes security, while also promoting their custom-built paperless solutions. In our initial consultation, Jessica Langford outlined the need for a seamless client onboarding flow, detailed descriptions of service tiers, and a resource section with downloadable guides. Integrations such as a client portal for secure document uploads, a blog section for industry insights, and testimonials from satisfied clients are also desired. The overall aesthetic should be clean and modern, leveraging a blue and white palette to highlight professionalism and reliability. Additionally, PaperTrail would like to feature an FAQs section to address common concerns about data privacy and digital transformation. Lead generation is a priority, so prominent call-to-action buttons encouraging users to book a demo or request a quote are essential. The site must be optimized for SEO with targeted keywords in the document management and records retention niches and must

offer fast load times across devices. Initial content will be supplied by the client, but they will require guidance on web best practices and user experience optimization. Regular maintenance and analytic reporting capabilities should be included in the final package.