

# Jackson Dwellings — Homepage Wireframe (Visual)

Flow: problem → plan → guide → CTA → stakes → proof

Header / Navigation  
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Dwell well

Navigation: Home • Custom Homes • Process • Projects • Videos • About • Resources Hub • Connect  
Book a Consult

Hero Copy  
H1: Building a luxury custom home shouldn't feel risky  
Subhead: Clarity on cost, timeline, craftsmanship.  
[Primary] Book a Consult [Secondary] Download Guide

[Hero image / 6-8s loop]

100+ custom homes

On time, on budget

Specialist trades

## The Plan — 3 Steps

Discover

Align brief, site, style, budget.

Output: costed concept + band.

Design

Lock drawings, selections, pricing.

Output: itemised inclusions, finishes, program

Build

Craftsmanship + weekly updates.

Output: quality checks, on-time finish.

[See the Process →](#)

[Portrait: Emma & Cameron]

## The Guide — Empathy + Authority

A luxury build, guided by people who listen.

Small, hands-on team. Documented selections. Close supervision. Specialist crews.

Micro-proof: Local MR specialists • Showroom & curated inclusions • 15+ yrs experience

## Stakes — Without a clear plan

- Budget blowouts
- Timeline drift
- Decision fatigue
- Compromises on finish

## Stakes — With Jackson Dwellings

- Cost clarity
- Predictable schedule
- Confident choices
- Craftsmanship you can feel every day

[Featured project image]

## Featured Project — What luxury looks like

[Project: Casa Lauren, Trentham]

Wanted → Created (outcomes)

Stats: 4 bed • 2 living • 10-month build • 1.8-2.4m

Quote: "Clear decisions, no surprises...". [View case study →](#)

Projects — Recent custom homes (filters: Location • Style • Budget)

[Project card]

[Project card]

[Project card]

[Explore all Projects →](#)

Place Expertise — Built for the Macedon Ranges  
Microclimates, bushfire overlays, siting for light & views. Comfort year-round.  
Pills: Gisborne • Macedon • Mount Macedon • Woodend • Kyneton • Riddells Creek • Romsey • Sunbury

[Small image strip x3]

Videos

[Thumb] JD Process in 90s

[Thumb] Client Story

[Thumb] Site Walk-through

[See all Videos →](#)

Resources Hub

FAQs

Articles

PDFs: Build Guide  
[Download]

Knockdown Rebuild

Testimonials  
“We always knew what was next. The finish is superb.”  
“Calm, clear, and on time. It felt easy.”  
Google Reviews link →

Final CTA  
Ready to stop guessing and start building with clarity  
[Book a Consult] [Connect]

Footer: Contact • Service area • Privacy • T&Cs • Instagram

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