1-2 pages of all of the quick wins / changes PCG could make to their website(s) - maybe a framework of the way things should connect too

Connection:

* Directv for business website links to the National Satellite Center page that they host, not sure who on the PCG side has anything to say about that site
  + <https://business.directvdealer.com/california/long-beach/national-satellite-center>
  + The site definitely has credibility, given that the website links back to main direct tv for business
  + The site is of the exact same style as the directv website

Pacific Concepts Group Website:

* The top line of the site makes it look very rudimentary and as though the site was just made or not well kept up
* The colors do not match and the dark grey with blue just look rudimentary again
* The National satellite center logo is also not lined up properly in the top bar, again adding to the look that it is low effort
* In the first view of the site, you get 3 call to action bubbles, which I think is way too aggressive for a person who is looking at various sites, and doesn't necessarily want to call someone right this minute
* Where are the blogs that they kept talking about?
* The blog links on Facebook do not lead anywhere, and the blogs don’t exist on their website, so I am not sure the blog posts even exist
  + Is “NEWS” the blog post side of the website?
* They talked about wanting to offer other PCG services as the reason to switch to that site over the DirecTv one, but I do not see any other offerings there
* CHANGES:
  + Change the logo and placement on the site
  + Change the color combo on the website and get rid of the dark gray
  + Change the number of call us options
  + Give them some way to build a “general quote” because I know there must be some sort of formula used from your end that the consumers these days are expecting being able to take advantage of.
  + Depending on how the site is built, you can have a plugin that tracks the traffic from the facebook page to their website to see how many people are following it.
  + Change the number of pages that the viewer can click on
    - Do not need 5 different main pages to click on
    - Follow the style of the direct tv for business version
      * Explore by business
        + Different segments they are targeting
      * Packages
        + View of the packages generally
        + Package price builder
      * About us
        + Backstory
        + Contact us

Direct TV for Business Site:

* Do not have much to say for this website, as I think the PCG website should take a lot of inspiration from this site
* Visually it is a lot more professional than the PCG site and the minimal buttons and “Call Now” popups are a plus
* Could also use a feature to build out a theoretical quote for the customer

Comcast for Bars example:

<https://business.comcast.com/learn/tv/bars-restaurants>

<https://pacificconcepts.net/news/>