Website Build Prompt for Stertup Consulting LLC

Company Overview

Company Name: Stertup Consulting LLC

Tagline: Tech for your Business

Location: Miami, Florida

Languages: English and Spanish (bilingual site required)

Brand Colors: Blue gradient (⬜ #1E90FF to ⬜ #87CEEB) with white text, professional tech aesthetic

Logo & Branding

- Use the provided blue gradient logo with the geometric diamond/crystal icon

- Maintain consistent blue color scheme throughout the site

- Modern, professional tech consulting aesthetic

- Clean, minimalist design approach

Target Audience

Small to Medium Businesses seeking technology solutions and digital transformation services.

Core Services (Create dedicated sections for each)

1. Technology Consulting for Small to Medium Businesses

- IT strategy and planning

- Digital transformation guidance

- Technology assessment and recommendations

- System integration consulting

2. Social Media Services

- Social media strategy development

- Content creation and management

- Social media advertising

- Community management

- Analytics and reporting

3. Virtual Assistants

- Administrative support

- Customer service support

- Data entry and management

- Appointment scheduling

- Research and analysis

4. Google Workspace Setup

- Complete Google Workspace implementation

- User training and onboarding

- Custom configuration

- Integration with existing systems

- Ongoing support

5. Office 365 Migration to Google

- Seamless migration planning

- Data transfer and preservation

- User training on new platform

- Minimal downtime guarantee

- Post-migration support

Website Requirements

Technical Specifications

- Responsive design (mobile, tablet, desktop)

- Fast loading times (under 3 seconds)

- SEO optimized

- Contact forms with email integration

- Google Analytics integration

- SSL certificate

- Professional hosting

Essential Pages

1. **Homepage** - Hero section with value proposition, service overview, CTA

2. **About Us** - Company story, team, mission, Miami location highlight

3. **Services** - Detailed service descriptions with benefits

4. **Portfolio/Case Studies** - Success stories and client testimonials

5. **Contact** - Contact form, phone, email, Miami address, business hours

6. **Blog** - Tech tips, industry insights, company updates

7. **Get Quote/Consultation** - Lead capture form

Bilingual Features

- Language toggle (EN/ES) in header

- Complete Spanish translation for all content

- Spanish SEO optimization

- Cultural considerations for Miami Hispanic market

Key Features to Include

- Professional contact forms

- Click-to-call buttons for mobile

- Service request/quote forms

- Client testimonials section

- Before/after migration showcases

- FAQ section

- Live chat widget (optional)

- Social media integration

Content Tone & Messaging

- Professional yet approachable

- Technology expertise without jargon

- Focus on business results and ROI

- Emphasize local Miami presence

- Highlight bilingual capability

- Trust-building elements (certifications, testimonials)

Call-to-Actions (CTAs)

- "Get Free Consultation"

- "Start Your Migration Today"
- "Request Quote"
- "Schedule Discovery Call"
- "Download Our Guide"

Miami Local SEO Elements

- Local business schema markup
- Google My Business integration
- Miami-specific keywords
- Local testimonials and case studies
- Community involvement mentions

Performance & Analytics

- Google Analytics 4 setup
- Conversion tracking for forms
- Page speed optimization
- Mobile-first indexing ready
- Social media pixel integration

Design Preferences

- Clean, modern layout
- Blue gradient color scheme matching logo
- Professional photography (stock photos of diverse Miami business people)
- Icons and graphics in brand colors
- Plenty of whitespace
- Easy navigation
- Trust indicators (badges, certifications, testimonials)

Competitive Advantages to Highlight

- Bilingual Spanish/English services
- Local Miami presence
- Specialized in SMB technology needs
- Google Workspace expertise

- Seamless Office 365 migrations
- Comprehensive social media services
- Virtual assistant solutions

Success Metrics to Track

- Lead form submissions
- Phone call conversions
- Quote requests
- Service page engagement
- Blog readership
- Language preference analytics

Technical Integrations Needed

- Google Workspace for email/calendar
- CRM integration for lead management
- Email marketing platform connection
- Social media feeds
- Google Maps for location
- Scheduling system for consultations

Content Deliverables Expected

- Professional copywriting for all pages (EN/ES)
- Service descriptions with benefits
- SEO-optimized blog posts
- FAQ content
- Testimonial collection and display
- Case study development

Launch Requirements

- Domain setup and DNS configuration
- SSL certificate installation
- Google Search Console setup

- Google My Business optimization

- Social media integration

- Email setup and testing

- Analytics configuration

- Performance testing across devices

Budget Considerations: Include pricing for initial build, Spanish translation, ongoing maintenance, and potential future enhancements.

Timeline: Specify expected delivery timeline for design, development, content creation, testing, and launch phases.