

Landing Page Structure Proposal

**Prepared for Poultry & Mushroom Equipment
Revitalization Project**

Date: 27th April 2025

Objective

This landing page aims to present the company's poultry and mushroom farming equipment in a professional, clear, and modern manner. It will help improve visibility, attract leads, and convey the brand's credibility and quality.

The structure proposed here is designed to be straightforward and user-focused, encouraging visitors to learn about the products and quickly initiate contact.

Landing Page Sections

1. Hero Section (Top Banner)

- **Headline:** Clear and strong statement about the company's offering (e.g., "Revolutionize Your Poultry and Mushroom Production!")
- **Subheadline:** Short supporting statement emphasizing local production, quality, and service.
- **Primary Call-to-Action (CTA):** "View Our Machines" or "Request a Quote"
- **Background:** High-quality image or video showcasing equipment in action.

2. About Us (Company Overview)

- **Short Introduction:** 2-3 sentences about the company history, values, and expertise.
- **Key Achievements:**
 - Local manufacturing
 - High material quality
 - Proven performance in the field
- **Optional Badges:** Icons highlighting "10+ Years Experience," "Made in Algeria," "High Hatch Rate," etc.

3. Product Catalog Preview

- **Title:** "Our Equipment"
- **Categories:**
 - Poultry Hatchery Equipment
 - Mushroom Farming Systems
- **Product Cards:**
 - Image
 - Product Name
 - 2-3 Key Features
 - "Request More Info" or "Download Specs" button

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4. Why Choose Us

- Section Title: "Why Work With Us"
- Bullet Points:
 - Superior materials and finishing
 - Custom-built solutions
 - Local service and installation
 - Post-sale support options
 - Trusted by Algerian farmers and agri-entrepreneurs

5. Testimonials (Client Feedback)

- Short quotes from satisfied customers (or placeholder text if testimonials are still being collected).
- Photos or logos if available.

6. Contact Us / Request a Quote

- Simple Contact Form:
 - Name
 - Phone Number
 - Email
 - Select Products of Interest (Dropdown: Hatchery Equipment / Mushroom Systems / Both)
 - Message box for additional comments
- Submit Button: "Request a Quote"

7. Footer

- Company Legal Information:
 - Company Name
 - RC, NIF numbers
- Quick Links:
 - About Us
 - Products
 - Contact
- Social Media Links: Facebook, Instagram (future TikTok/Youtube optional)
- Hosting Credits: Powered by Excellist)

Visual Style and Tone

- Clean, modern layout with emphasis on product visuals.
- Local, authentic branding tone to build trust.
- Mobile-friendly responsive design.
- Fast loading times with optimized images.

Next Steps

- Client review and feedback on proposed structure.
- Finalization of written content (headlines, about us text, product descriptions).
- Collection of high-quality images for products and installations.
- Approval to proceed to the design and development phase.

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