Layout & Style Guide

Reference: https://royalpalmpoolco.org/

PAGE STRUCTURE (12 Sections)

1. HEADER (Sticky)

Layout:

- Left: Logo
- Center: Navigation menu (6 links)
- Right: Phone number + "Get Free Quote" button

Sticky behavior: Stays at top when scrolling

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2. HERO SECTION

Layout: Two columns

- **Left (50%):** Headline + subheadline + description + lead form
- **Right (50%):** Large hero image

Form fields:

- Full Name (required)
- Phone
- Message (required)
- Terms checkbox
- Submit button

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3. TRUST BADGES

Layout: Single row, 5 badges, evenly spaced

- 100% local

- family business
- 20+ years experience
- INSURED
- FULLY Licensed

Style: White text on dark background

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4. ABOUT US

Layout: Two columns

- **Left (60%):** Heading + paragraph text
- **Right (40%):** Image

Below: 3 circular stat badges (if applicable)

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5. SERVICES

Layout:

- Heading + subheading (centered)
- 8 service cards in responsive grid (3 columns desktop, 1 column mobile)

Each card:

- Service icon/image
- Service title
- Arrow icon (→)
- Clickable to service detail page

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6. PROCESS

Layout:

- Heading + subheading (centered)
- 5 steps in horizontal flow with arrows between them

Each step:

- Icon (circle)

- Title
- Connecting arrow to next step

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7. GALLERY

Layout:

- Heading + "see all photos" link (top)
- Masonry grid of images (4 columns desktop, 2 mobile)
- Before/after photos of work

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8. REVIEWS

Layout:

- Background image with overlay
- Heading (centered)
- Google Reviews embed (iframe)
- "leave us a review" button
- Star rating display

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9. FAQ

Layout: Two columns

- **Left (60%):** Accordion FAQ items (3-5 questions)
- **Right (40%):** Image

Accordion behavior: Click to expand/collapse answer

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10. SERVICE AREAS

Layout: Two columns

- **Left (50%):** Google Maps embed
- **Right (50%):** List of areas served

Style: Clean list, no bullets

11. FINAL CTA

Layout: Full-width section with background

- Large heading
- Subheading
- Prominent CTA button
- Decorative images on left/right sides

12. FOOTER

Layout: Five columns

- Column 1: Logo + contact info + CTA button
- Column 2: Business links (Home, Projects, Blog, etc.)
- Column 3: Services list (all 8 services)
- Column 4: Service areas list
- Column 5: Operating hours

Bottom bar: Privacy Policy | Terms & Conditions

DESIGN SYSTEM

Colors

Primary (Dark Teal): #234654
Secondary (Orange): #F5A05C
White: #FFFFFF
Light Gray: #F3F4F6
Dark Gray: #1F2937
Text: #374151

Typography

Font Family: Inter or similar sans-serif
Headings: Bold, uppercase for section titles
Body: Regular weight, 16-18px
Button text: Semibold, 16px

Spacing

Section padding: 80px top/bottom
Container max-width: 1200px
Column gap: 40-60px
Card gap: 30px

Buttons

Primary (Orange):

- Background: #F5A05C
- Text: White
- Padding: 16px 32px
- Border radius: 8px
- Hover: Slight darken + scale

Phone (White with border):

- Background: White
- Text: Primary color
- Border: 2px solid primary
- Same padding/radius as primary
- Hover: Invert colors

Cards

Service cards:

- Background: White
- Border: 1px solid light gray
- Border radius: 12px
- Padding: 24px
- Hover: Orange border + shadow

Trust badges:

- Background: Primary color
- Text: White
- Padding: 16px 24px
- Border radius: 8px
- Uppercase text

WHAT CHANGES PER CLIENT (Variables)

Text Content

- Business name
- Tagline
- Phone number
- Email address
- Address/location
- Service area names
- About us paragraph
- Service names (8 services)
- FAQ questions/answers
- Hours of operation

Visual Assets

- Logo
- Hero image
- Gallery images (8-12 photos)
- About us image
- Service area map embed
- Google reviews embed URL

Branding

- Primary color (currently teal)
- Secondary color (currently orange)
- Logo placement

WHAT STAYS THE SAME (Template)

Structure

- 12 sections in same order
- Two-column layouts
- Grid patterns (3-col services, 4-col gallery)
- Form structure
- Footer layout

Design Elements

- Typography system
- Button styles
- Card styles
- Spacing system
- Animation/hover effects
- Mobile responsive breakpoints

Functionality

- Sticky header
- Accordion FAQ
- Form validation
- Smooth scroll navigation
- Mobile menu hamburger

MOBILE RESPONSIVE RULES

Breakpoints

Desktop: 1024px+
Tablet: 768px - 1023px
Mobile: < 768px

Mobile Changes

- Header: Hamburger menu
- Hero: Stack vertically (text above image)
- Services: 1 column instead of 3
- Gallery: 2 columns instead of 4
- All two-column layouts: Stack vertically
- Footer: Stack columns vertically
- Reduce padding: 40px instead of 80px

COMPONENTS NEEDED

1. Header Component

Props:

- logo (string)
- businessName (string)
- phone (string)
- navItems (array)

2. Hero Component

Props:

- headline (string)
- subheadline (string)
- description (string)
- heroImage (string)
- formAction (function)

3. TrustBadges Component

Props:

- badges (array of strings)

4. About Component

Props:

- heading (string)
- description (string)
- image (string)

5. Services Component

Props:

- heading (string)
- subheading (string)
- services (array of objects: {title, icon, link})

6. Process Component

Props:

- heading (string)
- steps (array of objects: {icon, title})

7. Gallery Component

Props:

- heading (string)
- images (array of objects: {url, alt})

8. Reviews Component

Props:

- heading (string)
- googleEmbedUrl (string)
- reviewUrl (string)

9. FAQ Component

Props:

- heading (string)
- faqs (array of objects: {question, answer})
- image (string)

10. ServiceAreas Component

Props:

- heading (string)
- mapEmbedUrl (string)
- areas (array of strings)

11. FinalCTA Component

Props:

- heading (string)
- subheading (string)
- ctaText (string)
- phone (string)

12. Footer Component

Props:

- logo (string)

- businessName (string)
- email (string)
- phone (string)
- address (string)
- hours (object)
- navLinks (array)
- services (array)
- areas (array)

CONTENT REQUIREMENTS (Per Client)

Must Have

1. Business logo (PNG/SVG)
2. 1 hero image (high quality, 1920x1080)
3. 8-12 gallery images (before/after work)
4. 1 about us image
5. List of 8 services
6. List of service areas
7. Business hours
8. Contact info (phone, email, address)
9. 3-5 FAQ questions
10. Google Maps embed code
11. Google Reviews URL

Nice to Have

- Custom color scheme (otherwise use default)
- Service icons
- Video content
- Team photos
- Certifications/badges

REPLICATION CHECKLIST

Step 1: Gather Client Info

- [ ] Collect all required content (see above)
- [ ] Get logo files

- [ ] Get photo assets
- [ ] Confirm color preferences
- [ ] Get Google Maps embed
- [ ] Get Google Reviews link

Step 2: Create Config File

```js
// client-config.js
export const atlantaHVAC = {
  businessName: "Atlanta Emergency HVAC",
  tagline: "24/7 Emergency HVAC Services",
  phone: "(404) 555-0100",
  email: "service@atlantahvac.com",
  primaryColor: "#234654",
  secondaryColor: "#F5A05C",
  logo: "/logos/atlanta-hvac.png",
  hero: {
    headline: "24/7 Emergency HVAC Services",
    image: "/images/hvac-hero.jpg"
  },
  services: [
    { title: "Emergency AC Repair", icon: "snowflake" },
    { title: "Emergency Heating Repair", icon: "flame" },
    // ... 6 more
  ],
  trustBadges: [
    "24/7 Emergency Service",
    "Licensed & Insured",
    // ... 3 more
  ]
  // ... rest of config
}
```

Step 3: Build Page

- [ ] Import template
- [ ] Load client config
- [ ] Replace all variable content
- [ ] Upload images
- [ ] Test all links
- [ ] Test form submission
- [ ] Test mobile responsive

Step 4: Deploy

- [ ] Build for production
- [ ] Deploy to Vercel
- [ ] Configure domain
- [ ] Test live site
- [ ] Send to client

Time per client: 2-4 hours

Keep Simple

- Don't overcomplicate
- Fast loading is priority
- Mobile-first approach
- Easy to update content
- Works for all contractor types

TEMPLATES BY INDUSTRY

HVAC

- Services: Emergency AC Repair, Heating Repair, Installation, Maintenance
- Colors: Cool blues + warm orange
- Images: AC units, technicians, happy homeowners
- Trust badges: 24/7, Licensed, Fast Response

Plumbing

- Services: Emergency Plumbing, Drain Cleaning, Water Heaters, Pipe Repair
- Colors: Blue + red/orange
- Images: Pipes, plumbers, clean work
- Trust badges: 24/7, Licensed, Same-Day Service

Electrician

- Services: Emergency Electrical, Panel Upgrades, Lighting, Wiring
- Colors: Yellow/gold + dark blue
- Images: Electrical work, technicians, modern homes
- Trust badges: Licensed, Insured, Safety Certified

Roofing

- Services: Roof Repair, Roof Replacement, Inspections, Storm Damage
- Colors: Dark gray + orange/red
- Images: Roofs, before/after, teams working
- Trust badges: Insured, Certified, Warranty Included

Same template. Different content. That's it.

QUALITY CHECKLIST

Before Launch

- [ ] All images optimized (<200KB each)
- [ ] All text spell-checked
- [ ] All links work
- [ ] Form submits successfully
- [ ] Mobile looks good on real device
- [ ] Page loads in <3 seconds
- [ ] No console errors
- [ ] SEO meta tags added
- [ ] Google Analytics connected
- [ ] SSL certificate active

MAINTENANCE

Client Can Update

- Business hours
- Phone number
- Service descriptions
- Gallery images
- FAQ answers

You Handle

- Structural changes
- Adding new sections
- Design updates
- Technical issues
- Form integrations

Google Reviews Embed

Option 1: Simple iframe (Easiest)

Client gives you their Google Business Profile link. Embed it:

MyNextLead.com (sounds personal, friendly)

GetNextLead.com (action-oriented)

NeverMissLead.com (clear benefit)

END OF GUIDE