A few pointers for this proposal document

It includes the design of only the home-page, and there are suggestions regarding other pages covered at the end, under 'additional suggestions'.
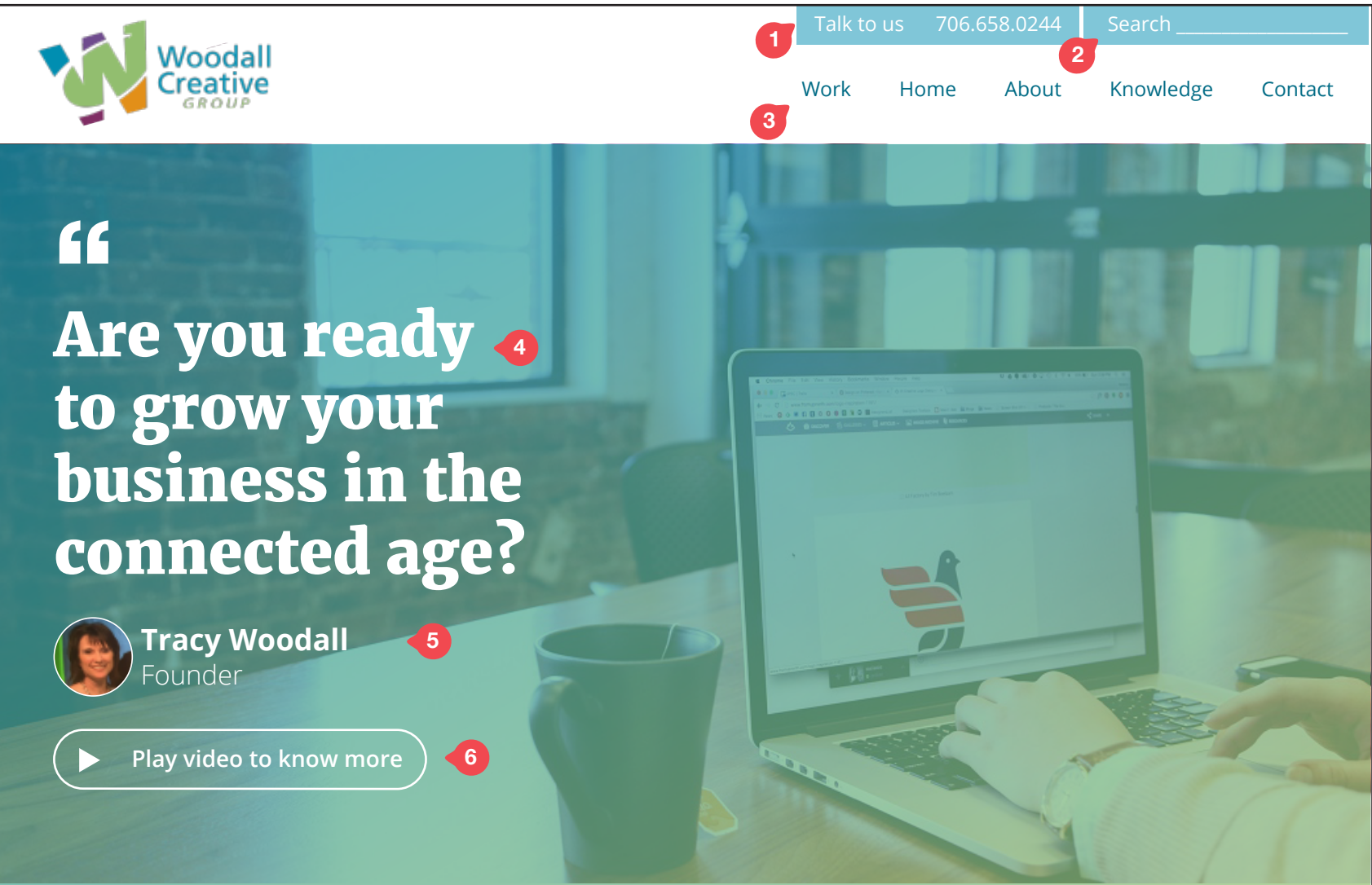
The design elements are numbered. **0**
Their explanations are listed on the right. **0**

Images used here are either from a stock or from WCG's website/facebook pages.

This is a long, single page pdf. We recommend down-loading it and reading it on desktop devices.

Homepage design

Woodall Creative GROUP

1 Talk to us   706.658.0244   Search _____

2

3 Work   Home   About   Knowledge   Contact

"
Are you ready to grow your business in the connected age? **4**

Tracy Woodall **5**
Founder

▶ Play video to know more **6**

Brands we've helped

TST
7
Accelerated client conversions
Tri-State Tire takes its show on the road

View Case Study

8
Naturally Fresh   ISMG International Security Management Group   BM&K CONSTRUCTION & ENGINEERING   TST TRI-STATE TIRE   FULL SUPPLY

South Gwinnett Cluster Schools   BERNSTEIN & McCASLAND M.D., P.C.   SUDLOW CONCRETE   Bethlehem Christian Academy   There's Hope for the hungry

9   **10**

Elevate your brand to win customers

For a greater visibility and growth of your brand, we design experiences of how your customers interact with your brand. We do it through our award-winning design and creative services, which includes:

Digital Innovation

Brand Development

Strategic Design

Explanation

1 The phone number is already prominently placed on the top which is a great way of showing availability for your clients. Without a clear message, the context for the number gets missed. Adding a 'Talk to us' or 'contact us' makes it more human and puts visitors at ease about contacting.

2 Search option gives assurance to users that they can quickly find whatever they are looking for, on the website.
ex: something particular in the blog section.

Search will provide insight into optimizing the website for users by prioritizing the content based on the search results.

3 Short and more direct menu items, like Work, are quick to understand, which makes the use of navigation faster and easier.

Putting similar content eg. - about the company, team and awards on 'About' page will reduce the number of pages overall. Lesser pages promotes users to visit other pages and it also makes it easy to find content.

'Blogs' has become a cliche and represents a generic content.
Renaming it to 'Knowledge' will give it a context that the content pieces are thoughts and research and will be helpful to the readers. This will lead to more clicks.

4 The headline sets the tone of what is to follow and offers a core value proposition. Framing it as a question will get more attention.
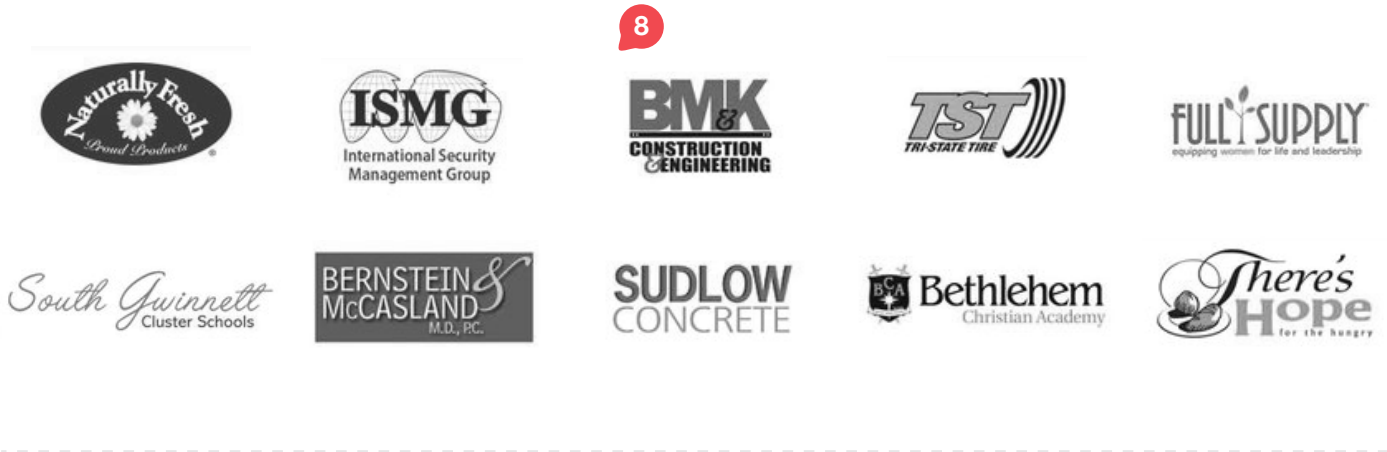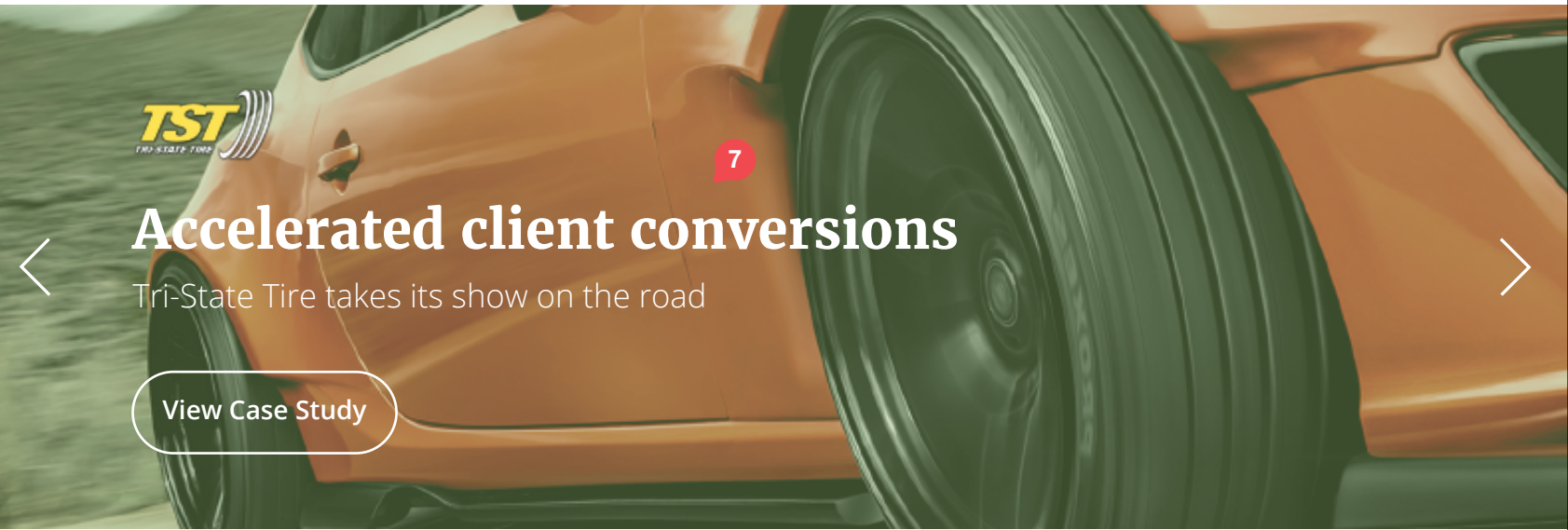
This headline is a suggestion, that captures the customer intention. A few more headlines can be brainstormed and tested for maximum conversion.

5 A value offering made by a person is much more credible than if it was not known who made it.
Image and name of the founder are added to create the same effect.
This is like the shortest letter from the founder.

6 Video makes the main content stronger by generating engagement. WCG can use its expertise in videography to produce one, briefly explaining about the company.

Replacing the image in this section with snippets from the same video will also showcase WCG's expertise in producing videos at a glance.
ex: the way www.arsthanea.com does it.