

RECOMMENDATION AND QUOTE

Groncrete.com Web Site Redesign

Item	Cost
Reorganize Site	\$200
Improve SEO	\$100
Improve Look and Feel	\$300
Improve Content	\$100*
Allow Online Employment Applications	\$400
Total	\$1100

Timeframe: 5-10 days (dependent on content acquisition)

Delivery: The redesigned site will be developed in parallel with the existing site causing no interruption of service. The client will be able to access the work in progress via deep links, but the new site will not be accessible to the public until implemented. This bid includes old code cleanup, documentation and any turnover/training.

** Groninger concrete will acquire photographic and video assets and provide any verbiage updates.*

Overview

The Web site is not so bad that it requires a complete restructuring. It is responsive and well-written. The purpose of the web site is not changing, other than the ability to accept online applications.

Assuming the goal is simply to make the site look a little more modern and have it reflect Groninger Concrete more accurately, I'd recommend sticking with the current architecture, which is very simple and easy to maintain, only extending it a little with PHP to allow emailing capabilities and reusability of some of the code. The current site supports PHP, so this requires no installation of new technology.

Reorganize Site

The home page should be modified to give a better overall summary of the company and provide conduits for various users to dig deeper if they want (commercial, residentials, companies looking for a sub, landscaping, potential employees etc.)

Improve SEO

Some simple SEO practices such as meta data and image descriptions could be employed to improve the search engine optimization of the site.

Improve Look and Feel

Better Typography

Currently Helvetica Neue is used for most of the text, Stardos Stencil for the headers, and Crimson for the footers. New fonts that are more modern, readable and complimentary should be considered.

Google Fonts provides access to a wide selection for free.

Adjust Color Palate

Although most concrete companies use Earth tones, some more vibrant hues should be considered.

Add Dynamic Elements

Very subtle animations can be added to elements to make them more visually engaging and help users understand their purpose. If some quality photographs or video is created (see below), hero sections and parallax effects can also be added.

Improve Content

Images

There are many great images on the site, but a photographer should be employed to generate a few more high quality shots that can be used as assets on the web site and on print material. Some great subject matter would include:

- Informal headshots of staff
- Groninger Concrete office exterior
- Doug and Mara consulting with a client
- Groninger concrete stamp
- Images from a job site (concrete)
- Landscaping images

Any missing product example images could also be created.

Testimonials

Any testimonials or positive reviews from social media should be leveraged throughout the site.

Credentials

A list or carousel of creds should be added. Even things like “top 100 concrete contractors in the country on multiple occasions by Concrete Contractors Magazine” should be promoted more.

Allow Online Applications

The ability to send emails via simple PHP has been tested. This means no further framework needs to be installed. A form could be created to allow potential employees to apply for work. The data entered could be sent in an email or stored in a database.