

Header & Footer

These are areas of your website that we recognize as “global” – meaning that they will appear on every page throughout.

Your header should include your business logo and website navigation.

Your footer should contain your contact information and a copyright notice.

Let's Get You Started!

SOME COMMON ELEMENTS

- Social media icon links
- Announcement bar (short description of your new hours, new location, freebie or lead-generating offer)
- Search bar
- Newsletter sign-up
- Quick links (pages which are commonly used but not quite important enough to be in the main navigation)
- Latest blog post links

A FEW PROMPTS

- ★ List out your navigation bar copy by bulleting out all the pages of your website.
- ★ Creative ideas are fantastic, but leave them for the page copy. Your navigation items should be simple, crystal clear, and user-focused.

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Logo



Navigation

Home

About Us

- Our Team
- Our History
- News & Events

Services

Our Projects

Contact Us

Social Media

Facebook: <http://facebook.com/georges-welding>

Twitter: <https://twitter.com/georges-welding>

Contact Info

George's Welding

Phone: 306-555-5555

Email: info@georgeswelding.ca

555 St. John Street

Toronto, ON Canada

Hours: Mon - Fri 8am - 5pm

Include newsletter sign-up which links to company MailChimp account.

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Page: Home

Page Copy:

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Let's Get You Started!

SOME COMMON PAGE ELEMENTS

- Banner image
- Tag line
- A short description of who you are and what you do
- A short description of your services
- Eye-catching photography
- As seen in/partners (logos)
- Latest blog post teasers
- Social media feeds
- Call to action
- Testimonials

A FEW PROMPTS

- ★ Introduce yourself! Get your visitor excited to work with you.
- ★ What makes you unique? How can you fix your visitor's problem better than anyone else?
- ★ Show social proof. How can your visitor trust you and that you know what you are talking about?
- ★ Direct your reader. What do you want your visitor to do next? (ie: join your email list, view your portfolio, read your blog, join your Facebook group).

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*Banner - use supplied video from shop.
Banner Heding - professional Welding Services
Specializing in projects in residential homes or commercial places of business.*

George's Mission [Heading]

Since the beginning, George's mission has been to provide his customer with professional, reliable, top-quality services in their home or business. Today, the team is just as passionate about our work, and our customers! Our goal is to build a partnership with you.. We want to be your go-to welding service. And as such, we want you to be completely satisfied with the outcome of our work.

Image - George from 1975

Why Hire George's Welding [Heading]

Have you been turned-off hiring someone for fear they wouldn't be someone that you would want to invite into your home? We are a registered, insured business with a team of clean-cut, dependable professionals who can tackle any project you can throw at us!

Image - supplied, team in front of shop wearing uniforms

Our Service Area [Heading]

We service the downtown Toronto area. Generally speaking, our borders are as far east as the beaches, as far west as High Park/Roncesvalles and as far north as Eglinton.*

**Near border and outlying projects may be accepted on a project-by-project basis. (italics)*

Button - Get A Quote (link to contact page)

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Page: **About**

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Let's Get You Started!

SOME COMMON PAGE ELEMENTS

- Professional headshot
- Team photo
- Team members/employees
- Casual photos of you or your team
- Social media feeds
- Call to action
- Testimonials

A FEW PROMPTS

- ★ Introduce yourself! Get your visitor excited to work with you.
- ★ Be relateable! People buy from people. Show your face and infuse your personality.
- ★ What makes you unique? How can you fix your visitor's problem better than anyone else?
- ★ How did your business start?
- ★ How have you helped others?
- ★ Do you or your team have any certifications or have you won any awards?
- ★ Show social proof. How can your visitor trust you and that you know what you are talking about?

Page: About

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Why George's Welding? [Heading]

We are specialists in welding services using steel, stainless and aluminum. With six mobile welding units right on the job site, George's Welding can handle any job.

Our Story [Sub-Heading]

George's Welding is a welding company founded in 1999 and has provided quality welding, metal fabrication and repair services in the Greater Toronto Area and across Ontario. Our 12,000 square ft. full service, state of the art workshop means we can handle large fabrication jobs that need to be constructed off-site. Our mobile service sends professional welders and their mobile rigs to your site, for fast, efficient service, 24 hours per day, so your project stays on deadline and on budget.

Read more about our history (link to History page)

Our Team [Sub-Heading]

John Doe [Sub-Heading]

Image (provided photo: red hat)

Jane Wilson [Sub-Heading]

Image (provided photo glasses)

Terry Smith [Sub-Heading]

Image (don't have yet)

Our Certifications [Sub-Heading]

- TSSA Technical Standards & Safety Authority*
- CNB Canadian Welding Bureau*

Let's Get You Started!

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Page: **Services**

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Let's Get You Started!

SOME COMMON PAGE ELEMENTS

- List of services
- Name of service offered
- Service description or deliverables
- Price (if applicable)
- Related photo
- Link to purchase/contact/schedule an appointment
- FAQ – Frequently asked questions
- Online reviews (Google, BBB, Facebook, LinkedIn, etc.)
- Before and afters
- Call to action
- Testimonials

A FEW PROMPTS

- ★ How do you solve your customers problems? What's it like working with you?
- ★ How does your visitor purchase your service?
- ★ What is the process once they purchase the service?
- ★ Address any hesitations/questions that would prevent your visitor from purchasing your product/service.
- ★ Do you provide a warranty/guarantee/ follow-up service?

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Our Pricing [Heading]

We know that life can get expensive, but hiring a personable, professional, insured handyman doesn't have to be! [Sub-Heading]

We find that because every project is so different it's difficult to provide one-size-fits-all pricing. For that reason, we ask that you request a quote, and we will provide an estimate with specific pricing based on your project.

Button - View our Latest Projects (link to photo gallery)

Our Services [Heading]

Custom Fabrication [Sub-Heading]

Image: <https://unsplash.com/photos/Wiu3w-99tNg>

We have custom fabricated many items including: multi-function tables, hand railings, etc. If you have a piece you'd like to have custom fabricated, get in touch!

Get a Quote [button - link to contact page]

Welding Repairs [Sub-Heading]

Image: <https://unsplash.com/photos/8DQ29299GjU>

Many items can be repaired to restore their original structural integrity. This saves having to throw it away and buy something new. Do you have something you need fixed that doesn't fall into a specific category? We can figure out if there is a suitable solution together.

Get a Quote [button - link to contact page]

The Process [Heading]

- 1. Fill out the Quote Request Form [link to contact page]*
- 2. We will reach out to you via phone or email if we require any additional info and then provide you a quote.*
- 3. Once you approve the quote...*

Let's Get You Started!

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- Before and afters
- Call to action
- Testimonials

A FEW PROMPTS

- * How do you solve your customers problems? What's it like working with you?*
- * How does your visitor purchase your service?*
- * What is the process once they purchase the service?*
- * Address any hesitations/questions that would prevent your visitor from purchasing your product/service.*
- * Do you provide a warranty/guarantee/follow-up service?*

Page: **Blog**

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Let's Get You Started!

SOME COMMON PAGE ELEMENTS

- Short description of your blog
- Regularly updated blog posts
- Blog category and tag lists
- Search bar
- Social sharing buttons (Facebook, Twitter, Pinterest, etc.)
- Links to related blog posts

A FEW PROMPTS

- ★ Create valuable content which will keep visitors on your site longer therefore improving your reliability and ranking with search engines.
- ★ Capture your visitor's attention by including an interesting/on-brand photo with each post.
- ★ Use blog posts to lead your visitor to your product organically.
- ★ Use categories to group content on your site. A category symbolizes a topic or group of topics that are connected to one another in the same way (ie: News, Tips & Tricks)
- ★ Choose tags which identify a piece of content by specific keywords (ie: welding bench, downtown oronto.)

Page: **Blog**

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Categories: news, in the media, tips & tricks, in the industry, our faves, featured project

Common MIG (GM,AW) Welding Applications

(see attached document - post 1)

Tags: applications, MIG, GM,AW

Best Benchtop and Floor Standing Drill Presses

(see attached document - post 2)

Tags: our favorite tools, for your favorite welder, drills

Cool and Unique Gift Ideas for Welders

(see attached document - post 3)

Tags: for your favorite welders

Allow visitor to share via Twitter.

Let's Get You Started!

SOME COMMON PAGE ELEMENTS

- Short description of your blog
- Regularly updated blog posts
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Page: Contact

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Let's Get You Started!

SOME COMMON PAGE ELEMENTS

- Contact information
- Business location
- Opening/operating hours
- Contact form
- Link to an online calendar to book an appointment
- Testimonials
- FAQ – Frequently Asked Questions

A FEW PROMPTS

- ★ Collect enough information in order to respond to your visitor but not so much that they are so overwhelmed they won't fill it out.
- ★ Are the form fields required or optional for the visitor to fill out?
- ★ What type of form fields will you use (text, drop down, radio buttons, check boxes) and are there any restrictions on what the visitor can enter?
- ★ What message will the visitor see when they submit the form? When can they expect a response?

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Contact Our Service Desk [Heading]

The quickest way to get your project started is to fill out the form below. We will be in touch shortly after with a quote or to discuss your project further.

First & Last Name: _____ (required)
Phone Number _____ (required)
Email _____ (required)
How did you hear about us?
(Google, Word of Mouth, Facebook, Other) (required)
Project Details _____

Thank You Message: Thank you for reaching out! You can expect a response from us within 48 hours. In the unusual circumstance that you don't hear back, please give us a call at 306-555-5555.

Our Contact Info [Heading]

George's Welding
Phone: 306-555-5555
Email: info@georgeswelding.ca
555 St. John Street
Toronto, ON Canada

Hours: Mon - Fri 8am - 5pm

Let's Get You Started!

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