ON THE LANE SOLUTIONS (www.onthelanesolutions.com)

SITE OVERALL VIBE
- Personal/Trustworthy/Inviting (vs Corporate)
- Showcases my experience & "smarts"
- Alive/Has Energy & Current/Modern

QUALITIES OF MY IDEAL CLIENT (Who site is for)
- Middle class and up; 45 and up
- Entrepreneurs, Investors, Professionals
- Educated
- Own their own home with equity
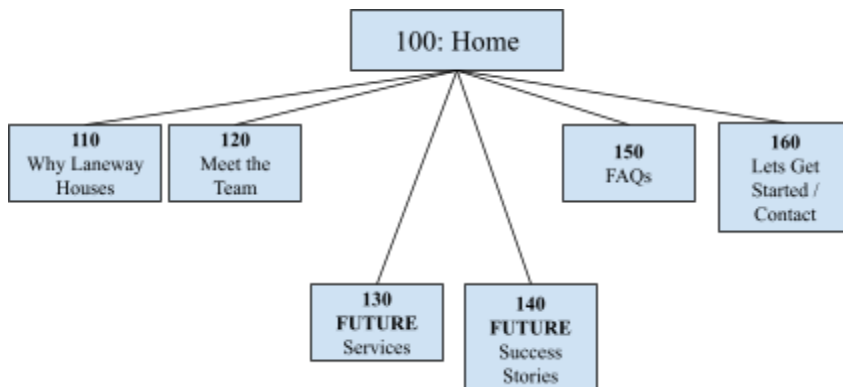- *Can add more in future, after see client patterns more*

DIFFERENTIATORS
How am I different than the other choices available to my market?
- Personal Care & Service VS Corporate with no personality
- Experienced Realtor that knows the market
- An actual landlord with my own laneway home
- Woman run company & licensed builder specializing in Laneways
- Can help you arrange financing
- Net Zero & Modular

EXAMPLE SITES
1. www.smallworks.ca
    - Like: decent design, nice picture, like the bio's of the staff
    - Don't like: just a lot of pictures not much info
2. www.lanefab.com
    - Like: the page on how the process works
    - Don't like: pre-fab page too complicated, more pictures, no warmth very technical, font too small
3. http://homesonthelane.com *(is her old site, included to help us clarify the vision)*
    - Don't like: too many words not enough pictures, no good examples, want it be more alive & current
4. Sites I like the style of the home page
    - http://outsite.co
    - http://kalyanstudios.com

SITE MAP

POSSIBLE PAGES
- Text to add to Home or Why Laneway or Meet the Team: Our success is not only due to the quality of our work; it's down to attitude, our approach and the way we treat our clients.

Home

- narrow header bar with On the Lane name/logo (see dropbox for logo folder) AND navigation menu
- full image with tagline (to be decided — just put lorem ipsom font for now)

- An inviting, personal picture of Alberta & a laneway home that's under construction ie in the laneway, looking at blueprints/ipad/etc. This is the key picture for the website homepage, so must be a great shot that conveys the vibe listed above. See dropbox/home folder/AlbertaRose408-DRAFT.jpg
- Room for a bit of text below the main picture

Why On the Lane Solutions

-Some text explaining why build a laneway &/or why choose us (Alberta note: definitely pull info from current site pages "Why Choose Us" and "Why Modular Construction")

- 3 smaller pictures of laneway houses (to show examples). See dropbox/Laneway Pics folder for various possible shots. We may need to get some stock images.

Meet the Team

- scroll to see all team members with Alberta first, then George, then Alisha, etc
- each team member has a picture to the left or right of them, name/title, and their bio (poss site look: www.mixd.co.uk/about)
- for Alberta's bio, have a link in it to realtor site IE Albert has been a realtor for ____.
- also differentiate "why choose us" on this page — see "differentiators" above

- individual shots of my team members at work (life & action is the key here). See dropbox/Meet the Team folder for shots of the 5 team members.

FAQs

- A list of common questions people may ask & their answers
    - What kind of lot to I need?
    - How big of a laneway can I build on my lot?
    - How long does it take to build a laneway?
    - What makes you different from other companies that do this?
- Needs pictures or visuals for this page

Let's Get Started

- how do you get started to build a laneway house on your property, show the steps, how complicated they can be and in doing so really highlight why you should work with me to make this process easier, smooth, and reach success. arouse their interest, so they want to contact me
- also similar elements to www.alberta-rose.com/contact.html
- A picture of Alberta opening up a finished Laneway Home
- See dropbox/Lets Get Started folder/AlbertaRose157-DRAFT.jpg

 OTHER SHOTS YOU CAN USE
- See dropbox for other shots we can order — if needed

 Possible Sites to look for Stock Photos

https://stock.adobe.com ——> https://stock.adobe.com/promo/firstmonthfree (free trial of 10 pics for 30 days)

https://www.shutterstock.com

https://www.istockphoto.com/ca

https://www.bigstockphoto.com

GOOGLE "stock photo free trial" to get pics for free