



HCLFASTENERS.COM

WEBSITE PLAN & BRIEF (v2)

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Website Plan

The purpose of the new HCL Fasteners website is to:

- Provide a design with a more professional layout and an 'on brand' theme
- Stronger messaging about HCL and their capabilities - both products available as well as bespoke solutions and environments
- More compelling content on the HCL product lines (including more imagery and more on the quality and testing)
- Built in calls to action to speak to sales / get a quote / enquire
- Simpler connections between this website and the US and UK ecommerce sites
- Built on top of a more versatile content platform
- With tracking, reporting and analytics for the website so we can start promoting and measuring response

Aims of the Website

The intention of the website is to position HCL Fasteners as the premier manufacturer and distributor of premium clamping and banding solutions. Therefore everything should be of high quality, presented well with a clear narrative about testing, quality of materials and service.

The site structure should cover all areas of interest in HCL which will mainly be:

- Those who know the HCL products and want to know more
- Those who want to know about other products HCL stock (potentially to become a supplier, or for supply to)
- Those who are seeking a custom solution from HCL
- Those who have a need (application) and would like to understand HCL's capabilities
- Those who want more confidence in HCL and your experience

Calls to Action

The two preferred outcomes from the new website should be either:

1. A direct contact to HCL for a quote or to discuss terms and/or supply, or
2. A referral visit to either the UK or US ecommerce websites which results in an order being placed (these will be measurable too)

Recommended Website Structure

- Homepage
- Hose Clamps
 - Herbie Clips
 - Ezyclamp
 - Ezyclik
 - Air Tools
 - Distributed Brands
- Banding & Saddles
 - Smart Band
 - Smart Tie
 - Smart Protectors
 - Smart Saddles
 - Installation Tools
- Custom Solutions
 - Pile Wrapping
 - ICCP Clamping
 - Cable Management
- Applications
 - Downhole
 - Corrosion
 - Aquaculture
 - Irrigation
 - Pharmaceutical
 - Pipelines & Risers
 - Offshore Wind
 - Automotive
 - Hydromassage
 - White Goods
 - Seeders & Sprayers
- Case Studies
 - ICCP - Cold Harbour
 - PWS - Thankes
 - Downhole - Ecopetrol
 - VIV Stakes - Appomattox
 - Offshore Cable Management - Boskalis
 - Seeders - Horsch
 - Automotive - Nissan
- About Us
 - Quality & Testing
 - Facility
 - Logistics & Distribution
- Contact Us

Website Content

Homepage

Positioning of HCL - specialists, manufacturers, distributors, global reach. What are they (the visitor) interested in - applications or types? Links to different areas of the Fasteners site. Also should promote the stores too.

Page Sections

- Positioning Statement
- Interest signpost (if you're looking for ...)
- Page Content
- Applications
- Range Browse / Type Browse (Links to US/UK shopping sites)
- Custom Solutions
- Case Studies
- Footer

HCL Range

Emphasizing the quality of the HCL ranges. Some of the thinking behind them, the expertise and design work. Detailing the quality of the HCL range, and also introducing Custom Solutions (inviting a call).

Page Sections

- HCL Range
 - Clamps
 - Bands
 - Tools
- Page Content - experience, history, facility/production
- Interest signpost (if you're looking for ...)
- Range Browse / Type Browse (Links to US/UK shopping sites)
- Applications
- Case Studies
- Footer

Distributed Ranges (right term - brands??)

Focus on the experience and knowledge of HCL and how we carefully select the best products for purposes. Detailing our knowledge of the clamping/banding marketplace and the selected brands. Need to discuss whether this would be better as one detailed page, or one per brand.

Page Sections

- Page Content
- Brands
- Types
- Regional (Delivery / Product Lines)
- Links to US/UK shopping sites
- Applications
- Interest signpost (if you're looking for ...)

- Range Browse / Type Browse
- Footer

Custom Solutions

Really important page, to show what can be done with HCL. To build trust, and also drive enquiries for custom-made clamping and banding solutions.

Page Sections

- Page Content
- Brands
- Types
- Regions (Delivery / Product Lines)
- Custom Solutions
- Contact Call to Action
- Applications
- Interest signpost (if you're looking for ...)
- Range Browse / Type Browse
- Footer

Applications

Focusing more on the different reasons for using the clamps and the associated environmental challenges. Showcasing certain products, and highlighting what materials work best in which circumstances.

Page Sections

- Use-cases and Applications
- Environmental Factors
- Page Content
- Custom Solutions
- Contact Call to Action
- Interest signpost (if you're looking for ...)
- Range Browse / Type Browse
- Footer

Case Studies

A few example case studies of projects, purposes, solutions and outcomes where HCL was engaged to supply a larger project.

Page Sections

- Case Studies in Order (Latest at the top)
- Page Content
- Contact Call to Action
- Custom Solutions
- Interest signpost (if you're looking for ...)
- Range Browse / Type Browse
- Footer

About Us

Vision, purpose, expertise and history of HCL Fasteners.

Page Content

- Content about vision
- Expertise (and facilities)
- Locations
- Photo gallery (staff)
- Logistics and Distribution
- Contact Call to Action
- Custom Solutions
- Interest signpost (if you're looking for ...)
- Range Browse / Type Browse
- Footer

Contact Us

Should be welcoming, inviting conversations and the form should direct, according to the interest selected, the enquiry to the correct mailbox or locations.

Wireframes

These are the wireframe templates we will work on for the Domin online presence:

- Homepage - Done

To come:

- HCL Range
- Distributed Ranges
- Custom Solutions
- About Us
- Contact Us