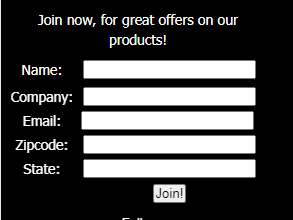
Atlasnow.com site redesign.

Sitemap  
home page  
about us/our story  
Products  
Brands  
Contact Us / location page  
  
Add in footer:  
Terms & Conditions (Returns)  
Privacy Policy (Need to create)  
Social media links  
Form - to sign up and gather customer info.

  
Determine where to put form (Pop up on home page or home page, contact us?)

More detail on sitemap pages:

Brands Page content- see brands in line card  
<http://atlasnow.com/images/linecard2.pdf>

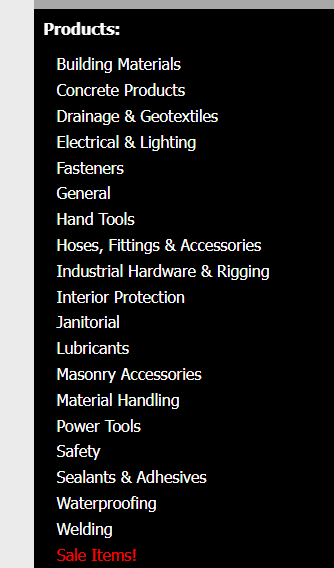
And in the online brochure  
<http://atlasnow.com/images/Atlas%20Brochure.pdf>

To get Brand logos we need to download them off the internet

Social media links for header/footer  


Products page content – Use the line card and the below nav

<http://atlasnow.com/images/linecard2.pdf>



Home page and About Us – determine what we want to say on the home page and what we want to say on the about us page. (Combination of bullet points <home page> and romance copy <About us>)?

Contact Us/Location page – use info on current page, get/add info on Long Island City page, Add google maps   
<http://atlasnow.com/contactus.aspx>

Questions about website:

1. Are we connecting to their SQL backend (Product feeds) **NO**

2. Are we adding their brochure and line card from existing site? **Yes Determine where. Home page? Product page? Brand page?**<http://atlasnow.com/images/Atlas%20Brochure.pdf>  
<http://atlasnow.com/images/linecard2.pdf>

3. Are we doing a full re-brand for this? Logo, color codes, etc Joe said we can create a new logo on 3-16-22 call

Team questions:

1. What additional info does April need to write content? **Supplied on call**  
 Is she writing the content for every page? Yes  
 How should she provide it? Word doc? Google Doc

2. mockup. Do we have a creative plan for look and feel? Joe D to wireframe

3. Who will download Brand logos from internet? Ask Desairy

4. Who writes the URL, Meta title and descriptions Carl S

5. Do we have anyone who does/helps with SEO? Carl S.

What we need from client: Answers in Red and Purple

1. Original high res logo – sent. Ask Desairy if she has .ai file

2. pictures of vans, business Ask Desairy

3. Can we get more info on business history. When started, expansion, brothers, etc found on site /brochure

4. Long Island City info - Address / phone / hours / pix – got online. Verify correct

5. get testimonials ask Desairy

6. How old are the brochure and line card on the site?   
Is the info still valid? Yes 90% accurate   
Do you have newer ones? Using these same ones to hand out now

7. List of top 25 product line and top 25 brand names Ask Joe on 3-16 call. He will email

8. Do we want to add the current terms and conditions (Returns) to the new site? Ask Joe on 3-16 call. He will email updates

9. Competition:   
White Cap ( A much larger company)  
https://www.whitecap.com/  
  
Colony Hardware   
https://www.colonyhardware.com/

These two below do not have their own website:  
Triboro Hardware – Jersey City  
https://triborohardware.stihldealer.net/contactus/jersey-city/3493/

Siegel Brothers – Brooklyn  
https://siegelbrotherssupplycoinc.stihldealer.net/contactus/brooklyn/10153/

10. What makes your products/services unique:  
boutique supply house  
We deliver on time, not the cheapest  
Knowledge Sales people (We educate our sales people

11. Briefly describe your company:  
 We treat customers like family  
 Your success is our success  
 We are worlds above our Competition

12: What are the people on google searching to find you:

Construction supplies and materials  
Civil Supplies and Materials

Team Members

PM – Ken  
Content – April  
Web design – Joe P  
Claudio  
Brian

For Ken to get from Atlas:

QUESTIONNAIRE needs to be filled out here.  
Lives in the Client's Resource Folder.  
  
  
  
Need 3 Websites that the client likes and tell us what you like about the sites -

* to understand aesthetics (vs Content)
* apples to apples - managing expectations

Mapping  
  
  
  
**General content to gather for Landing page :**

* **A short Bio** about yourself and your Real Estate career
* **Testimonials** - 2-3 for us to choose from (other than Zillow)
* **Reviews** - 2-3 to choose from (they can be from Zillow)
* **2-3 recently SOLD or LISTED homes** you or your office has been involved with, including Photos as well as any impressive remarks like : "Sold in 2 days" "Sold for 25k above asking!"
* **Images or List of any designations**; memberships; associations, MLS's, awards, etc. you have
* **Neighborhoods / clients** **you focus on** - 3-5 key points
* **What makes you THE BEST!** : -) -3-5 key points
* **Unique Skills or marketing services you provide** - list of 3-5

Products

* [Building Materials](http://www.atlasnow.com/browse.aspx?category=Building%20Materials&id=11)

* [Concrete Products](http://www.atlasnow.com/browse.aspx?category=Concrete%20Products&id=786)

* [Drainage & Geotextiles](http://www.atlasnow.com/browse.aspx?category=Drainage%20&%20Geotextiles&id=481)

* [Electrical & Lighting](http://www.atlasnow.com/items.aspx?category=Electrical%20&%20Lighting&id=431)

* [Fasteners](http://www.atlasnow.com/browse.aspx?category=Fasteners&id=71)

* [General](http://www.atlasnow.com/browse.aspx?category=General&id=146)

* [Hand Tools](http://www.atlasnow.com/browse.aspx?category=Hand%20Tools&id=346)

* [Hoses, Fittings & Accessories](http://www.atlasnow.com/browse.aspx?category=Hoses,%20Fittings%20&%20Accessories&id=236)

* [Industrial Hardware & Rigging](http://www.atlasnow.com/browse.aspx?category=Industrial%20Hardware%20&%20Rigging&id=171)

* [Interior Protection](http://www.atlasnow.com/items.aspx?category=Interior%20Protection&id=411)

* [Janitorial](http://www.atlasnow.com/items.aspx?category=Janitorial&id=256)

* [Lubricants](http://www.atlasnow.com/items.aspx?category=Lubricants&id=426)

* [Masonry Accessories](http://www.atlasnow.com/items.aspx?category=Masonry%20Accessories&id=571)

* [Material Handling](http://www.atlasnow.com/items.aspx?category=Material%20Handling&id=556)

* [Power Tools](http://www.atlasnow.com/browse.aspx?category=Power%20Tools&id=801)

* [Safety](http://www.atlasnow.com/browse.aspx?category=Safety&id=46)

* [Sealants & Adhesives](http://www.atlasnow.com/items.aspx?category=Sealants%20&%20Adhesives&id=406)

* [Waterproofing](http://www.atlasnow.com/items.aspx?category=Waterproofing&id=421)

* [Welding](http://www.atlasnow.com/items.aspx?category=Welding&id=416)

* [Sale Items!](http://www.atlasnow.com/items.aspx?category=Sale%20Items!&id=771)