Hardin Social - Website Ideas

Overall Aesthetic:

• Clean and Minimalist: Mirror the simplicity of the logo with clear typography, and a limited color palette (primarily the blue from the card with accents of white).

• Modern and Professional: The font in the logo suggests a sophisticated and trustworthy brand. The website should reflect this with a contemporary design.

• Visually Driven: As a social media management company, the website needs to showcase visually appealing content, even if it's examples of client work (if you have permission) or high-quality stock imagery related to social media and business growth.

Key Sections and Content:

1. Homepage:

o "About Us" Section:

 A compelling headline that immediately communicates the value proposition (e.g., "Elevate Your Social Presence with Hardin Social," "Denver's Expert Social Media Management").

 A brief, impactful subheadline explaining what Hardin Social does.

 A visually striking image or short video related to social media success or the Denver landscape.

 A clear call-to-action button (e.g., "Get a Free Consultation," "Learn More").

 Potentially incorporate the Hardin Social logo subtly.

o "What We Do" Section:

 Clearly outline the core services offered (e.g., Instagram Management, TikTok Management, Social Media Strategy, Content Creation, Community Management, Paid Social Advertising).

 Use concise descriptions and visually appealing icons or graphics for each service.

o "Why Choose Hardin Social?" Section:

 Highlight the unique benefits of working with your company. This could include:

 Expertise in Instagram and TikTok (as mentioned).

 Founder's influencer background providing unique insights.

 Strategic and results-driven approach.

 Local Denver focus.

 Personalized service.

 Use bullet points or short paragraphs for easy readability.

o "Client Success Stories" or "Portfolio" (Optional, but Recommended):

 Showcase examples of successful social media campaigns or client accounts you've managed (with permission and anonymization if needed).

 iPhone image with vertical video playing of Mcdonald's content created

 Use high-quality visuals and brief descriptions of the results achieved (viral content for Qdoba and CDOT)

o Testimonials (to come later):

 Include positive quotes from satisfied clients to build trust and credibility. Use real names and company affiliations if possible.

o Call to Action Section (Mid-Page):

 Another opportunity to encourage visitors to take the next step (e.g., "Ready to Grow Your Social? Contact Us Today!").

2. About Page:

o Introduce Alisha Hardin as the founder and highlight her experience as an influencer and content creator.

o Share the company's mission and values.

o Provide a brief history of Hardin Social.

o Include a professional headshot of Alisha.

3. Services Page (More Detailed):

o Expand on each of the services listed on the homepage.

o Provide more in-depth explanations of your processes and how you help clients achieve their goals on each platform.

o Consider including package options or customizable service offerings (if applicable).

o Inquire for pricing

4. Contact Page:

o Provide clear contact information (email address).

o Include a contact form for easy inquiries.