**Website Brief – Urban Pro Storage Solutions**

**Domain:** [www.urbanprostorage.com](http://www.urbanprostorage.com)  
**Email:** info@urbanprostorage.com

**Platform:** WordPress (recommended for flexibility, SEO tools, and ease of editing)  
**Requirements:**

* Responsive & mobile-friendly (Android & iOS)
* Cross-browser compatibility
* Fast page load speed
* SEO optimized for storage development, management, and investment keywords
* Easy in-house editing after launch
* Professional, modern, trust-driven design reflecting **expertise, reliability, and innovation**

**Pages**

**1. HOME**  
**Purpose:** Quickly communicate who Urban Pro Storage Solutions is and why they’re the best choice for designing, building, leasing, and managing self storage facilities.

**Content Highlights:**

* **Hero Section:** Large, bold image of a modern self storage facility with headline:  
  *"From Concept to Capacity – Your Self Storage Experts"*
* **Subheadline:** “Urban Pro Storage Solutions delivers turnkey design, construction, leasing, and management services for profitable self storage operations.”
* **Quick Service Icons:**
  + Facility Design & Development
  + Construction & Build Management
  + Lease-Up & Marketing
  + Ongoing Facility Management
* **Call to Action Button:** “LEARN MORE” → links to ABOUT US page.
* **Featured Project Highlights:** Showcase a few completed or current projects with photos and stats.
* **Contact Banner:** “Ready to build your next self storage project? Let’s talk.” → CONTACT page.

**2. ABOUT US**  
**Purpose:** Build credibility, showcase experience, and explain the value proposition.

**Content Highlights:**

* **Who We Are:** Overview of Urban Pro Storage Solutions’ history, mission, and team expertise.
* **Our Approach:** End-to-end process from site selection to occupancy.
* **Why Choose Us:**
  + Industry expertise in self storage
  + Proven track record in lease-up success
  + Strong vendor and contractor network

**3. SERVICES**  
**Purpose:** Detail all service offerings with clarity and authority.

**Sections:**

* **Design & Development:** Market analysis, site planning, and architectural design.
* **Construction Management:** Overseeing timelines, budgets, and quality control.
* **Lease-Up Strategy:** Marketing, promotions, and occupancy acceleration.
* **Ongoing Facility Management:** Staffing, maintenance, revenue optimization.

**4. CONTACT**  
**Purpose:** Provide simple, direct ways to connect.

**Content Highlights:**

* Contact Form (Name, Email, Phone, Message)
* Direct Email: info@urbanprostorage.com
* Phone (if applicable)
* Google Map embed (if there’s a head office location)
* CTA: “Let’s Build Your Storage Success Story.”

**Design & Technical Notes**

* **Visual Style:** Clean, modern, bold typography, professional color palette (to be based on branding), strong imagery of self storage facilities.
* **Performance:** Image compression, caching, responsive scaling.
* **SEO Targets:** “Self storage facility developer,” “self storage construction,” “self storage management company,” “lease-up services for self storage.”