Phase 1 – Graphic design

Phase 2 – Coding (wordpress)

**Colour and layout**

I started editing a wordpress theme and this gives you an idea of the colour scheme and feel I am looking for – mcandrewlaw.com.au. The colour scheme is to be consistent with mcandrewgroup.com.au.

The colour palate is:

Red/pink - #C44358

Dark grey

White

**Inspiration**

<https://legalvision.com.au/>

Competitors

<http://www.krg.com.au/>

<http://certusconveyancing.com.au/>

<https://www.thinkconveyancing.com.au/conveyancing-brisbane/>

**Page 1 – Home Page**

I generally like to kind of layout of the current template, I just didn’t have the skills to edit the template enough.

Not fixed, however I imagine potentially the following flow from top down:

* Header image with headline and call to action
* List of points of difference (like the existing cost certainty etc)
* Image left and text right – blurb on conveyancing services with a link to the conveyancing page
* Image right and text left – blurb on development law services with a link to the development page
* Showcase for the most recent blog posts
* Contact us similar to the ‘get in touch’ section of the legal vision website
* Footer

**Page 2 – Conveyancing**

I want this to essentially be a landing page/sales funnel with the call to action being the user generating and then accepting or emailing a quote. The key points:

* Must have the ability for a user to generate an instant quote such as this one – <http://www.krg.com.au/free-quote/> -
* The user should easily then have an option to ‘accept quote’ or ‘email PDF quote to themselves’.
  + If they chose email, they will be prompted to enter their first name, last name and email address and then this will trigger a webmerge.
  + If they chose accept quote, they will be prompted to enter their first name, last name, email address and mobile number and will also have an option to upload a PDF or word copy of their contract. This will then be sent to [conveyancing@mcandrewlaw.com.au](mailto:conveyancing@mcandrewlaw.com.au) and have a thank you, we will be in touch soon splash screen. It will also trigger a webmerge.
* Should highlight the following points of difference:
  + Expert lawyer handling your matter
  + Fixed fee with no surprises
  + Responsive service
  + Fully insured and accredited
* FAQs section – headings that expand if you click on them
* Footer

**Page 3 – Property Development**

* Header with call to action
* Should highlight the following points of difference:
  + Specialist property development lawyers
  + Flexible fee arrangements
  + Integrated Development Management and Project Marketing services
  + Commercial advice
* List of services provided
* Should have a section to showcase projects that our lawyers have worked on. This will be a list of about 8 to 10 different projects with a brief description of each ‘ie Advising on the redevelopment of an iconic Gold Coast site with 400+ residential units and hotel. Work included drafting off the plan contract and disclosure documents, building management statement and unique car park licence titling structure’
* Call to action is the contact us – this can be the same look as the contact us part of the front page
* Footer

**Page 4 – News & Knowledge**

This is just the articles section similar to: <http://mcandrewlaw.com.au/news/>

**Page 5 – About us**

* Overview of the firm including ‘our experience’ which will be a similar list to the experience on Page 3
* Staff profiles (has to be able to handle anywhere from 1 to 6 profiles)

**Page 6 – Contract us**

Just the usual contact us like <http://mcandrewlaw.com.au/contact-us/>