NOTES FOR WIREFRAMES

**OVERALL NOTES**

* Current site is Lendia.com. Areas that should stay roughly the same from a content perspective will be noted below.
* Logo files are just a placeholder
* You are totally open to use whatever colors you like. Red is a good strong color that client likes. Do **NOT** use the colors as they are seen in the wireframe.
* Please use only Google Fonts
* Sites that the client likes:
  + Lendova.com
  + Themortgagereports.com
  + Lendingtree.com

**NEEDED PAGE DESIGNS (6 in Total)**

HOMEPAGE

Consists of 5 sections:

1. Top (full screen image)
   1. See Lendova.com (client wants an image, not a video)
   2. Menu items as listed on wireframe
   3. Big Text should type out like Lendova.com
   4. Two buttons that say “Purchase Rates” and “Refinance Rates
2. Mortgage Tools (white section)
   1. Should have two “blocks”
   2. Please use different icons than are in wireframe
   3. Go ahead and use text that is in wireframe
3. Mortgage Loan Limits (light blue section)
   1. This is currently on Lendia.com – copy almost exactly.
4. Connect with Us (Purple section)
   1. Similar content to what is in wireframe
   2. Client likes the little house graphic that is in the wireframe – if something similar can be done, would be nice.
5. Footer (medium blue)
   1. Currently on Lendia.com – can be copied as-is.

GUIDES INDEX

Should include the following elements

1. Header
2. Some info text below header
3. Three info blocks/boxes
   1. You can use the text that is there
   2. But please use different icons
4. Page should also have:
   1. Mortgage Tools area
   2. Mortgage Loan Limits
   3. Footer

INDIVIDUAL GUIDE PAGE

Consists of the following elements:

1. Left-hand scrolling navigation area
   1. See <https://themortgagereports.com/43332/what-is-first-step-to-buying-a-home> for an example
2. Right hand content area
3. Footer

CALCULATORS INDEX

Consists of the following elements:

1. List of 6 calculators in blocks
   1. Use text that is there in wireframes
   2. Use different icons
2. Blue Get Rate Quote Area
3. Loan Limits Area
4. Footer

RATE QUOTE FUNNEL

Consists of:

1. Simplified Header
2. Two large buttons
3. Simplified Footer
4. Examples of this kind of page:
   1. <https://www.lendova.com/mortgage-rates>
   2. <https://www.lendingtree.com/redirect/offers?id=wp-mortgage&icid=champ+a2+purc>
   3. <https://ttims-refi-analysis-site-6544.itclix.com/>