



ZDIGITAL

WEBSITE DESIGN GUIDE

These decisions need to be made for us to create a website quote for you

Before we can create blueprints, prepare a quote, or start construction, we need to know what you want us to build for you. We need to understand your vision and expectations so we can produce something that meets or exceeds your expectations. *Here's a guideline for that process:*

Budget:

We can create websites for all budgets, but we can save you a lot of time here. If you have a set budget, that can greatly steer this process. You don't want to waste time exploring the design elements, decisions and costs associated with building a mansion if your budget is for a 1 bedroom studio.

Questions that you'll need to answer:

How many pages will your website have? (and what will they be called?). Always start with Home, Products (or Services), and Contact Us (Think "Who We Are, What We Do, and How To Contact Us"). From here, consider adding About Us, detailed information about your products (or services), and pages for any other information you may want online.

Once you have determined the number of pages, (remember, you can start small and add on at any time), you need to determine how much content you have (or will develop soon) for each page. Let's start with your home page.

Common Home Page Layouts

Home pages can vary from being a simple “Splash page” (Landing page with photo and logo) to a long, scrolling, highly-designed and stylized page with tons of content and messaging. The following pages show examples of different home page layouts.



Splash Page

Here’s a sample of a simple splash page for a custom home builder.

It’s simply a photo, a logo, and the site’s navigation.

Basic Home Page

Hero Image, Welcome Message, and a Call to Action.

- 1. **Hero Image:** The first visual on your site. It sets the tone, grabs attention, and quickly communicates your core message.
- 2. **Welcome Message:** This is your elevator pitch. Use it to introduce your company, highlight what you do, and make visitors feel welcomed.
- 3. **Call to Action:** A prompt to guide your visitors to a specific goal. Whether its contacting you, signing up, or exploring further, a good CTA is clear, focused, and aligned with your user flow.

Medium Home Page

Hero Image, Welcome Message, Photo with a Summary of Services, Icons calling out Benefits, Testimonials, and a Lead Capture Form.

- 1. **Hero Image:** The first visual on your site. It sets the tone, grabs attention, and quickly communicates your core message.
- 2. **Welcome Message:** This is your elevator pitch. Use it to introduce your company, highlight what you do, and make visitors feel welcomed.
- 3. 1 **“Panel” (Photo with a Summary of Services):** A visual and written summary of what you offer. Pair a photo with headers and subtext to give visitors a quick look at your core services or products.
- 4. **Icons calling out Benefits:** Icons paired with short text to showcase the key benefits of your services. Each icon should visually reinforce the message in its header and description.
- 5. **Testimonials:** A review slider that highlights real client feedback. Social proof builds trust and adds credibility right where it matters, on the homepage.
- 6. **Lead Capture Form:** Turn interest into connection. This form, paired with a clear CTA, gives visitors an easy way to reach out and start the conversation.

Landing Home Page

Hero Image, Welcome Message, 3 “Panels” (photos with a caption), Icons calling out Benefits, a Photo Gallery Feature, Testimonials, and a Lead Capture Form.

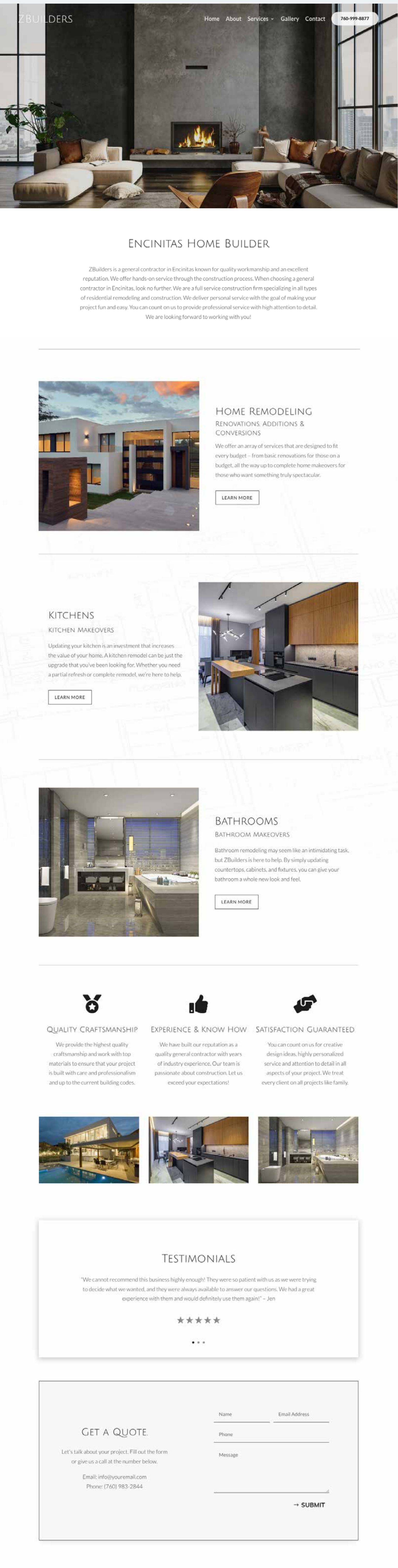
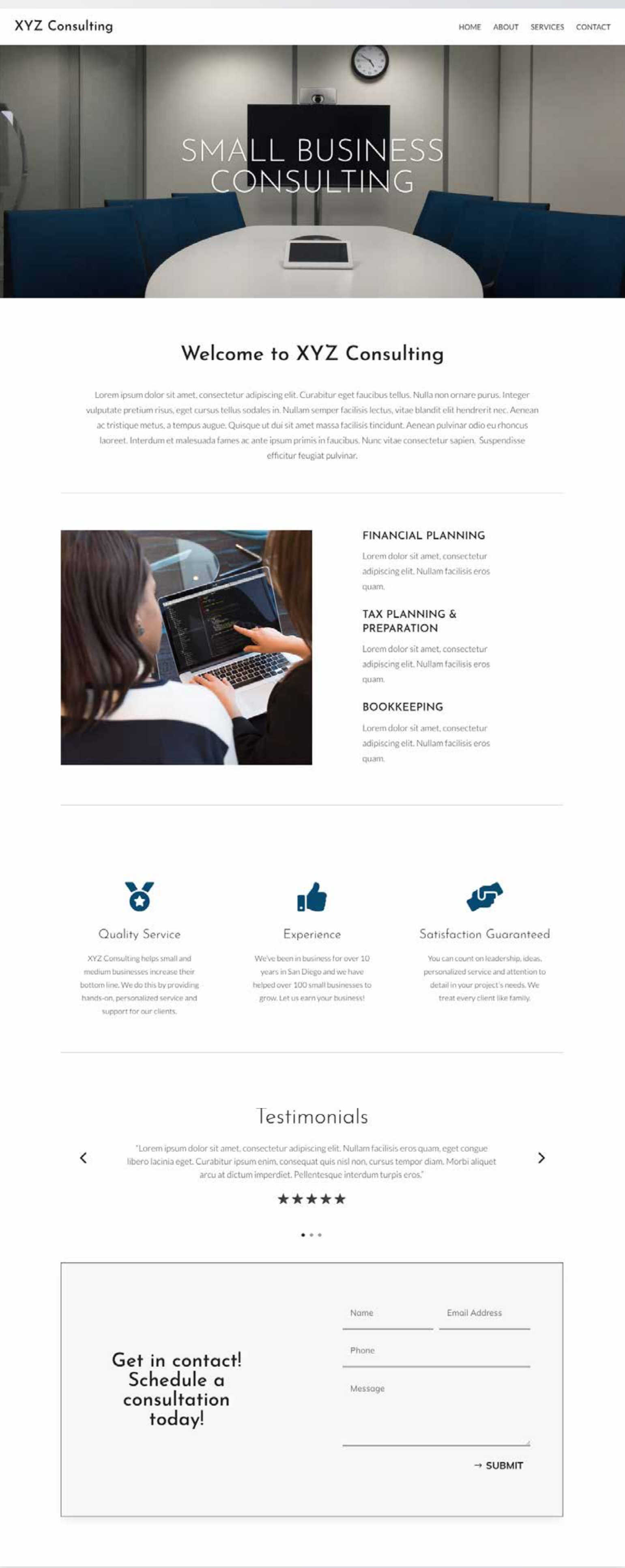
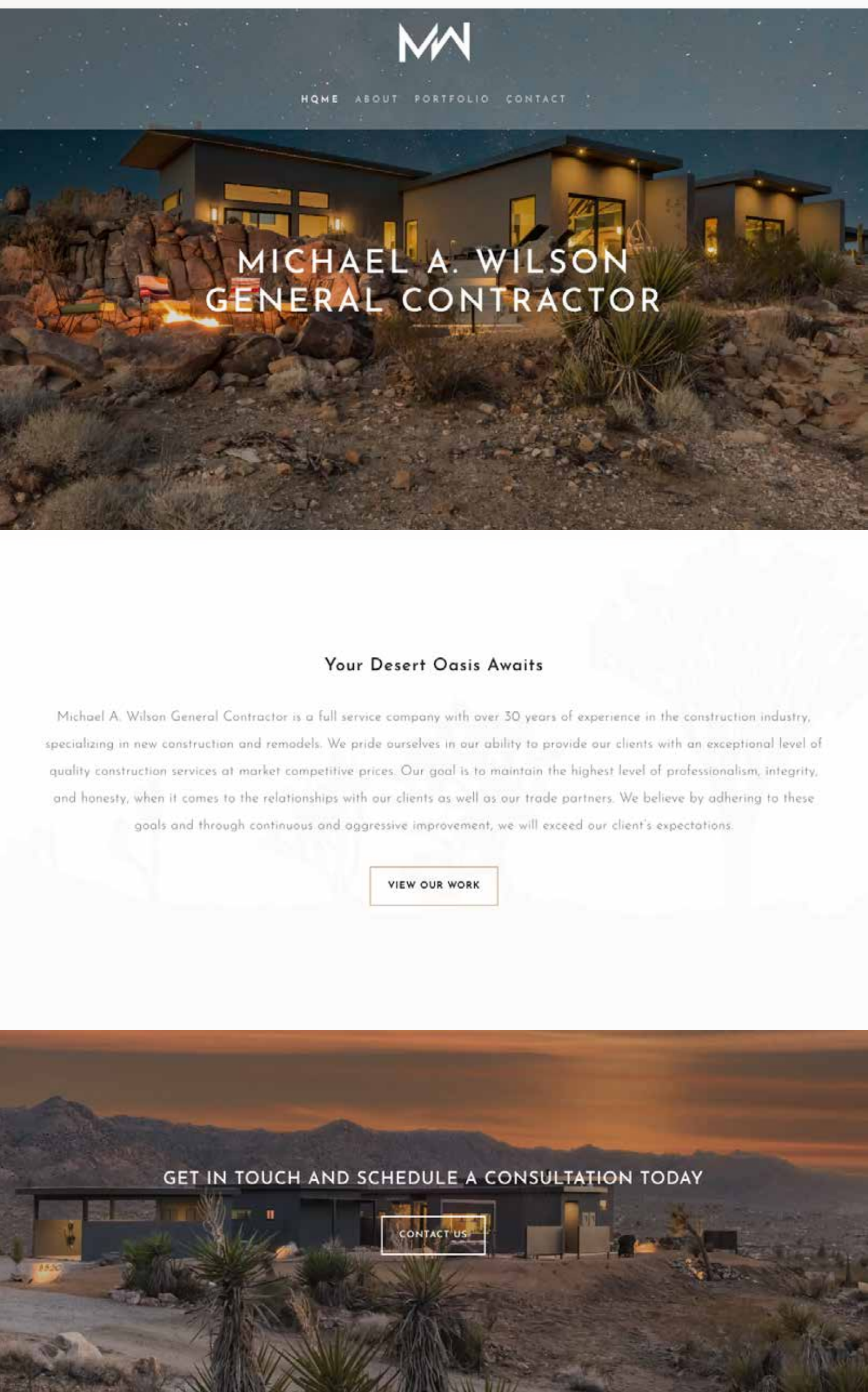
- 1. **Hero Image:** The first visual on your site. It sets the tone, grabs attention, and quickly communicates your core message.
- 2. **Welcome Message:** This is your elevator pitch. Use it to introduce your company, highlight what you do, and make visitors feel welcomed.
- 3. 3 **“Panels” (photos with a caption):** A series of rows alternating their image and text layout. Use these panels to visually highlight your services and provide a brief overview of each offering.
- 4. **Icons calling out Benefits:** Icons paired with short text to showcase the key benefits of your services. Each icon should visually reinforce the message in its header and description.
- 5. **Photo Gallery Feature:** A visual showcase of your work. Highlight your best projects and give visitors a real sense of your style, process, and quality.
- 5. **Testimonials:** A review slider that highlights real client feedback. Social proof builds trust and adds credibility right where it matters, on the homepage.
- 7. **Lead Capture Form:** Turn interest into connection. This form, paired with a clear CTA, gives visitors an easy way to reach out and start the conversation.

Don’t Forget

What do you have for content?
Your home pages can be as basic or elaborate as you want, it depends on the content you have.

Pricing?
Pricing is based on time, so the more complex your page or designs are the more a page typically costs.

The sky is the limit!
These are just a few examples, let us show what you have in mind (or show us a website that you like) and we can use that for inspiration!



Services Page Layouts (Or Products)

Some websites have one page summarizing their services and others have several detailed individual “services” pages. What do you have the content for? (If you’re selling a tangible product, you will need high quality photos of your products.)

Your main choice here is how many pages do you want to show what you do, we can create as many services pages as you want!

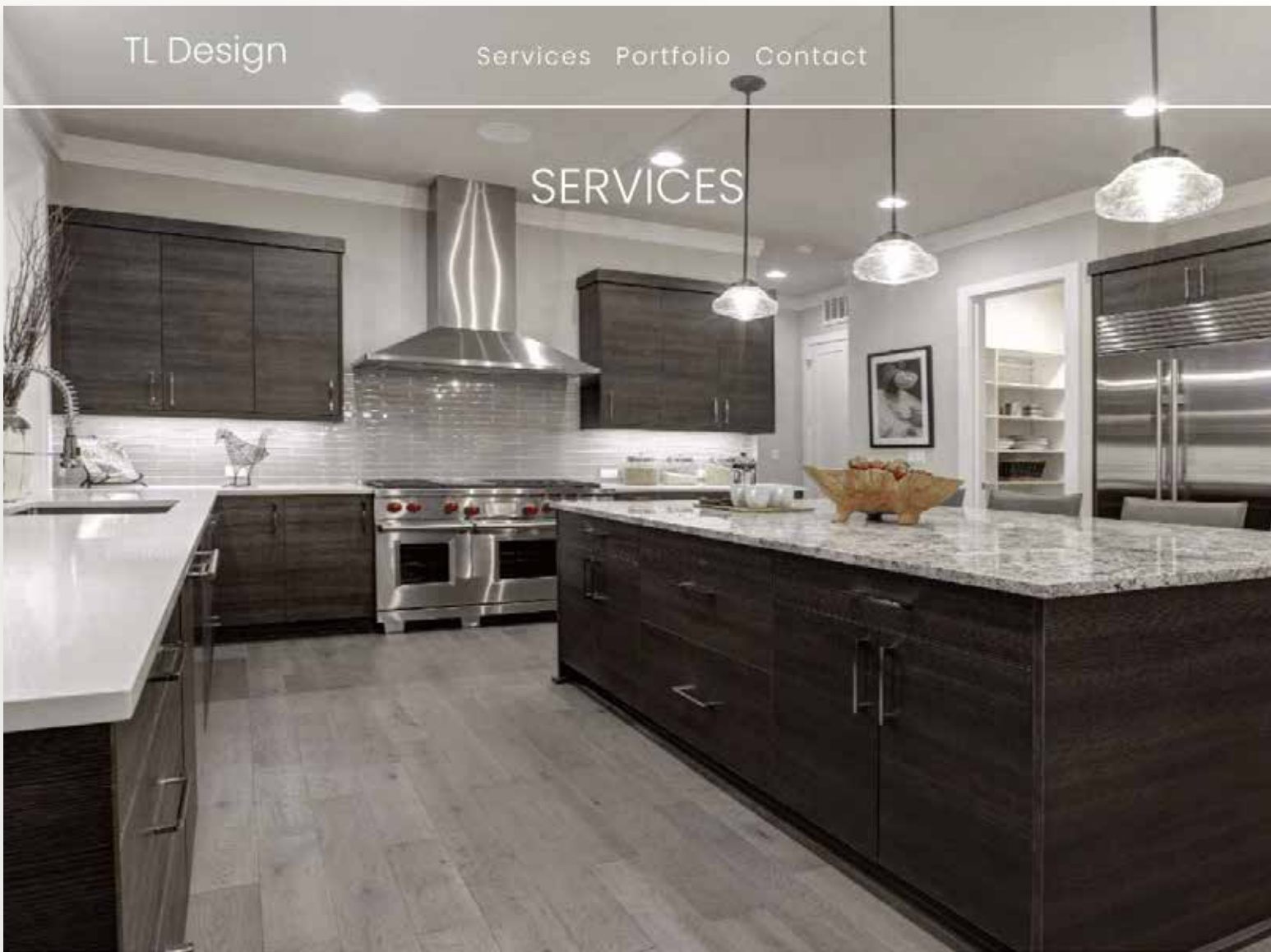


List of Services

This is great for a client on a budget that wants to keep the page count low, or for someone that doesn’t have written content or photos of their products or services. The page lists services offered which can, over time, be expanded into separate pages later.

1. **Banner Image:** A subtle visual that sets the tone for the page. It should match the site’s theme and add value without distracting from the content.
2. 1 “Panel” (Photo with a List of Services): A photo paired with a clear, scannable list of your services or products. Unlike a summary paragraph, this layout lets visitors quickly understand what you offer at a glance.

1



2

Services

We offer full service interior design services meaning we can manage your project from concept to completion. Whether you are looking to remodel a room or if you are designing a completely new custom home (or office), we can take care of everything, including but not limited to:

- Space planning
- Color palette selections
- Material selections
- Fixture selections
- Accessory selections
- Purchasing management
- Coordination with contractors
- Furniture selections
- Project management
- Delivery and installation
- Budgeting

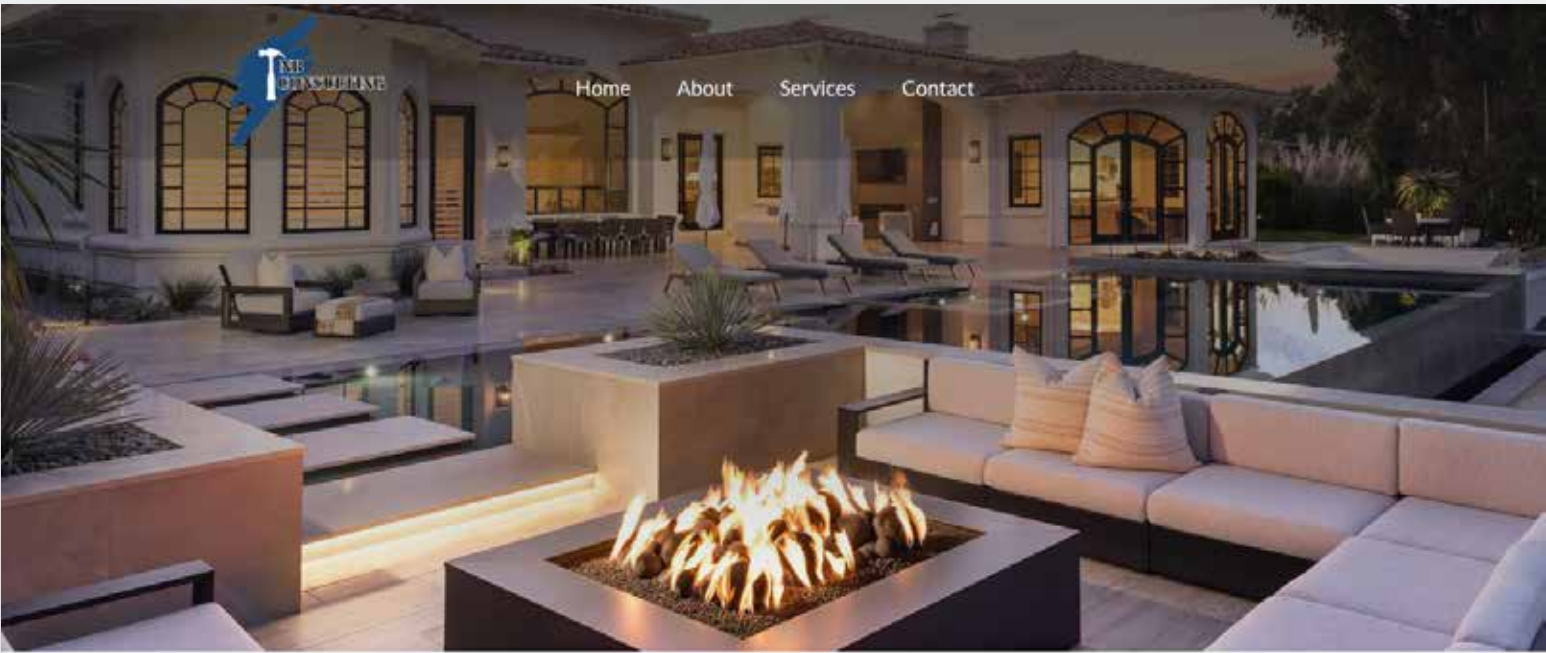
[SCHEDULE A CONSULT](#)

Photos & Captions

You can have a photo and include 50–100 words or a few bullet points describing each product or service. This is more economical than dedicated pages for each product or service and its is much easier for you since this requires less content.

1. **Banner Image:** A subtle visual that sets the tone for the page. It should match the site’s theme and add value without distracting from the content.
2. 4 “Panels” (Photo with a Caption): Each panel combines a photo and a caption to give quick, visual context about an individual service. These should clearly communicate what the service includes and what clients can expect from the offering. The number of panels can vary, add as many as needed depending on how many services you want to showcase.
3. **Lead Capture Form:** Turn interest into connection. This form, paired with a clear CTA, gives visitors an easy way to reach out and start the conversation.

1



2

SERVICES

CONTRACT REVIEW

Many homeowners lack the expertise needed to fully understand building contracts, industry pricing standards, and the complexities of construction processes, which can make them vulnerable to unexpected costs, delays, and unfavorable terms. At NBI Consulting, we take the time to carefully analyze your contracts, identifying potential risks, inflated pricing, and hidden fees. Our team ensures your project is properly supervised, with clear definitions for material and change orders. We protect you from overcharging while maintaining the highest standards of quality and craftsmanship throughout the project.

BILLING REVIEW

Billing in construction can be complex, and errors or overcharges are common. We meticulously review invoices to ensure every charge is accurate and aligns with the agreed upon contract terms. Our team identifies unnecessary or excessive costs, preventing overbilling and keeping your project within budget. By carefully monitoring the details, we ensure your project runs smoothly and on track. With our expertise and precise attention to detail, you can rest that your investment is protected, allowing your project to proceed as planned without surprises or unexpected costs along the way.

3

WALKING PROJECTS

We offer client walkthroughs, where our team personally guides you through each stage of the project, explaining the details and processes. This gives you a clear understanding of the progress and ensures you're confident that everything is being completed to the highest standards. We make it a priority to address any questions or concerns you may have, helping to ensure transparency and peace of mind throughout the process. Our goal is to keep you fully informed with timely communication and updates, so you can feel confident and involved at every stage.

GET A QUOTE

Let's talk about your project. Fill out the form or give us a call at the number below.

PHONE
(619) 590-8111

EMAIL
enr@nbiconsulting.com

[SUBMIT](#)

Detailed Services Page

This page style can have an unlimited amount of content. If you have the content (photos and written), this is the best option – your clients want to be able to research what you provide. This can include detailed information on each service you offer.

1. **Banner Image:** A subtle visual that sets the tone for the page. It should match the site’s theme and add value without distracting from the content.
2. **Service Overview:** A brief introduction to the service. This block of text should give visitors a clear, high-level understanding of the specific offering.
3. 1 “Panel” (Photos with a Caption): An image that visually represents the service, paired with a detailed paragraph or bullet list that describes and highlights what’s included.
4. **Summary of Benefits:** A text block that highlights the advantages of the service and the value of working with your business. It should emphasize both what you offer and why choosing you makes the difference.
5. **Lead Capture Form:** Turn interest into connection. This form, paired with a clear CTA, gives visitors an easy way to reach out and start the conversation.

1



2

ACCOUNTING SERVICES

From tracking expenses to preparing financial reports, proper accounting is the backbone of any successful business. When your numbers are accurate and up to date, you can make better financial decisions and avoid costly mistakes. Without a strong accounting system, it's easy to lose track of cashflow, miss out on deductions, or run into compliance issues.

We handle your accounting with precision and care, giving you reliable financial data that helps you grow your business with confidence. Our goal is to make sure you always have a clear financial picture, so you can focus on running and expanding your business. Whether you need help organizing your books or planning for the future, we're here to support you every step of the way.

OUR SERVICES INCLUDE:

- Bookkeeping & Financial Records Management** - Keep your finances organized and your records up-to-date. Having well-maintained books makes it easier to track expenses, manage budgets, and plan for the future.
- Accounts Payable & Receivable Tracking** - Know exactly what you owe and what's owed to you. Keeping up with invoices and payments helps you avoid cash flow issues and ensures vendors and clients are paid on time.
- Bank Reconciliations** - Ensure your books match your bank statements accurately. Regular reconciliations help you catch discrepancies early, reduce errors, and maintain financial accuracy.
- Financial Reporting & Analysis** - Get detailed financial insights to help you make better business decisions. Clear, well-structured reports give you a deeper understanding of your revenue, expenses, and overall financial health.
- Tax-Ready Financials** - We keep your books audit-ready and IRS-compliant. With properly organized records, tax season becomes a smoother, stress-free process, saving you time and potential headaches.

4

WHY CHOOSE US?

Our commitment to customer satisfaction means that you will receive the personalized service and attention you deserve. We know that each client situation is unique so we take the time to understand your individual financial goals and provide tailored solutions that align with your specific situation.

We stay up to date with the latest tax laws so we can provide the most accurate and beneficial guidance. We prioritize professionalism, integrity, and transparency to give you peace of mind and complete confidence in our services.

5

CALL US FOR A FREE CONSULTATION

Ready to take control of your finances? Contact us today to schedule a free consultation to learn how we can help you achieve your financial goals. Our team is here to provide personalized solutions for you. Reach out today and let's start building a successful financial future together!

PHONE
(760) 999-8877

EMAIL
inquire@sdigital.com

[SUBMIT](#)

About Us Page Layouts

Regardless of your content, our designers will make your About Us page look great. Below are a few examples of great looking About Us pages that our designers created.



Short Bio With Photo

This page features a photo, which can really personalize your business, and a short bio explaining the owners credentials. Simple and elegant.

1. 1 “Panel” (Photo with a Biography): A photo paired with a biography about you or the background of your business.

Short Bio No Photo

Some clients don’t want a photo, but they do want a bio. Here is an example of how our designers can work with a small amount of content – less than 100 words!

1. **Banner Image:** A subtle visual that sets the tone for the page. It should match the site’s theme and add value without distracting from the content.

2. **Biography:** A block of text that can be as long or short as needed. Use it to share the owner’s story, the business history, current highlights, or all of the above. This section is designed for maximum versatility.

3. **Decorative Image:** Use an image to add visual interest and pop to an otherwise simple page.

Team And Mission

This client combined a “Meet the Leadership” type profile with information about their Mission and their company’s approach to business.

1. **Banner Image:** A subtle visual that sets the tone for the page. It should match the site’s theme and add value without distracting from the content.

2. **About Overview:** A brief introduction to the business. This block of text should give visitors insight on what makes your team stand out.

3. **Mission Statemet:** This text block used to share your business’s mission, purpose, or core values. This section helps communicate what drives your work and what you stand for.

4. 1 “Panel” (Photo with a Biography): A photo paired with a biography about you or the background of your business.

5. **Team Headshots:** A grid of your team’s headshots, each paired with names and titles. For added depth, this section can be elevated with clickable images that reveal a short bio for each team member.

6. **Call to Action:** A prompt to guide your visitors to a specific goal. Whether its contacting you, signing up, or exploring further, a good CTA is clear, focused, and aligned with your user flow.

Don’t Forget

A Website Is A Work in Progress!
You can always add on to your website. Start small and add pages as you have the time, budget, or get new content.

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1



2



3



1



2



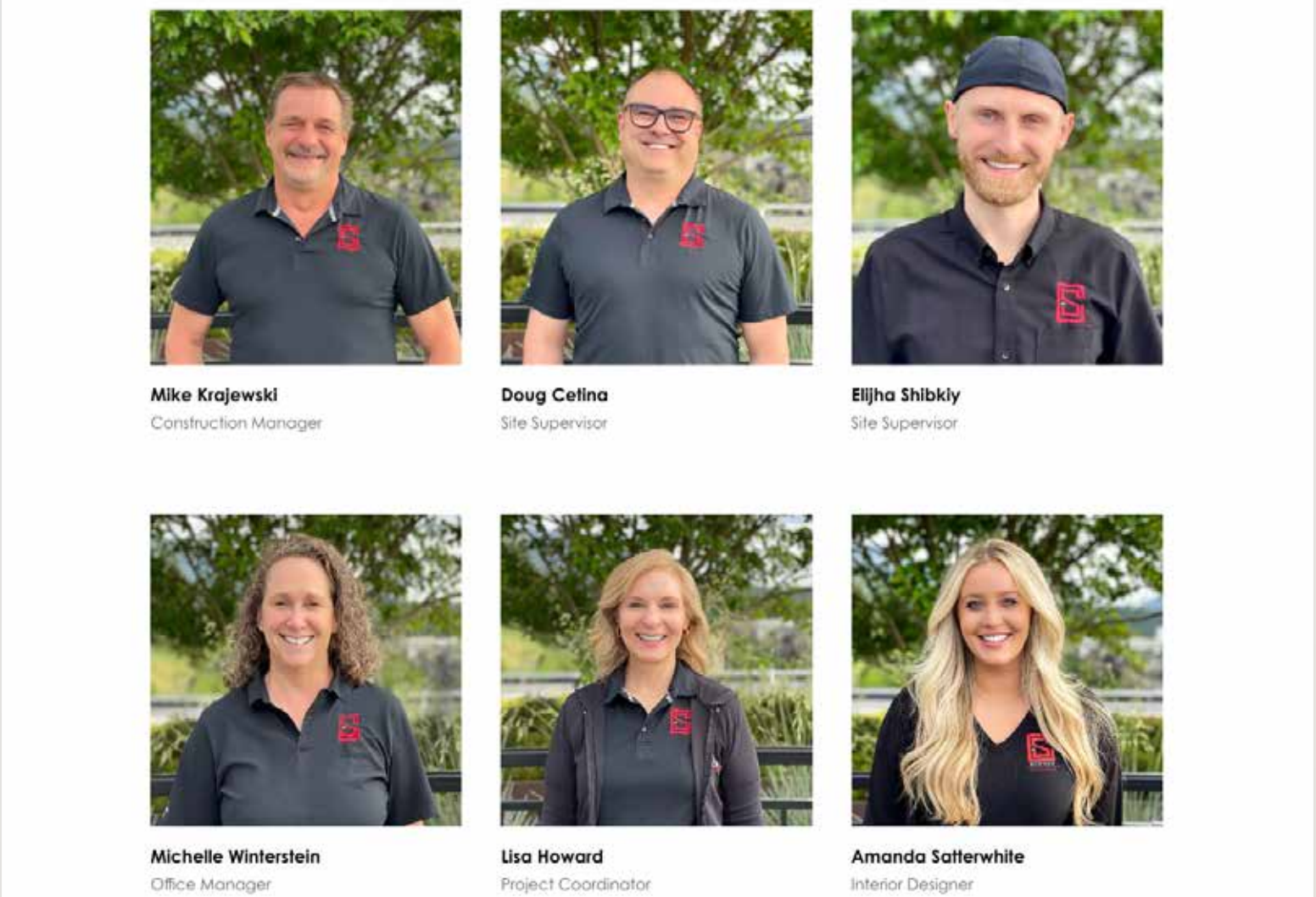
3



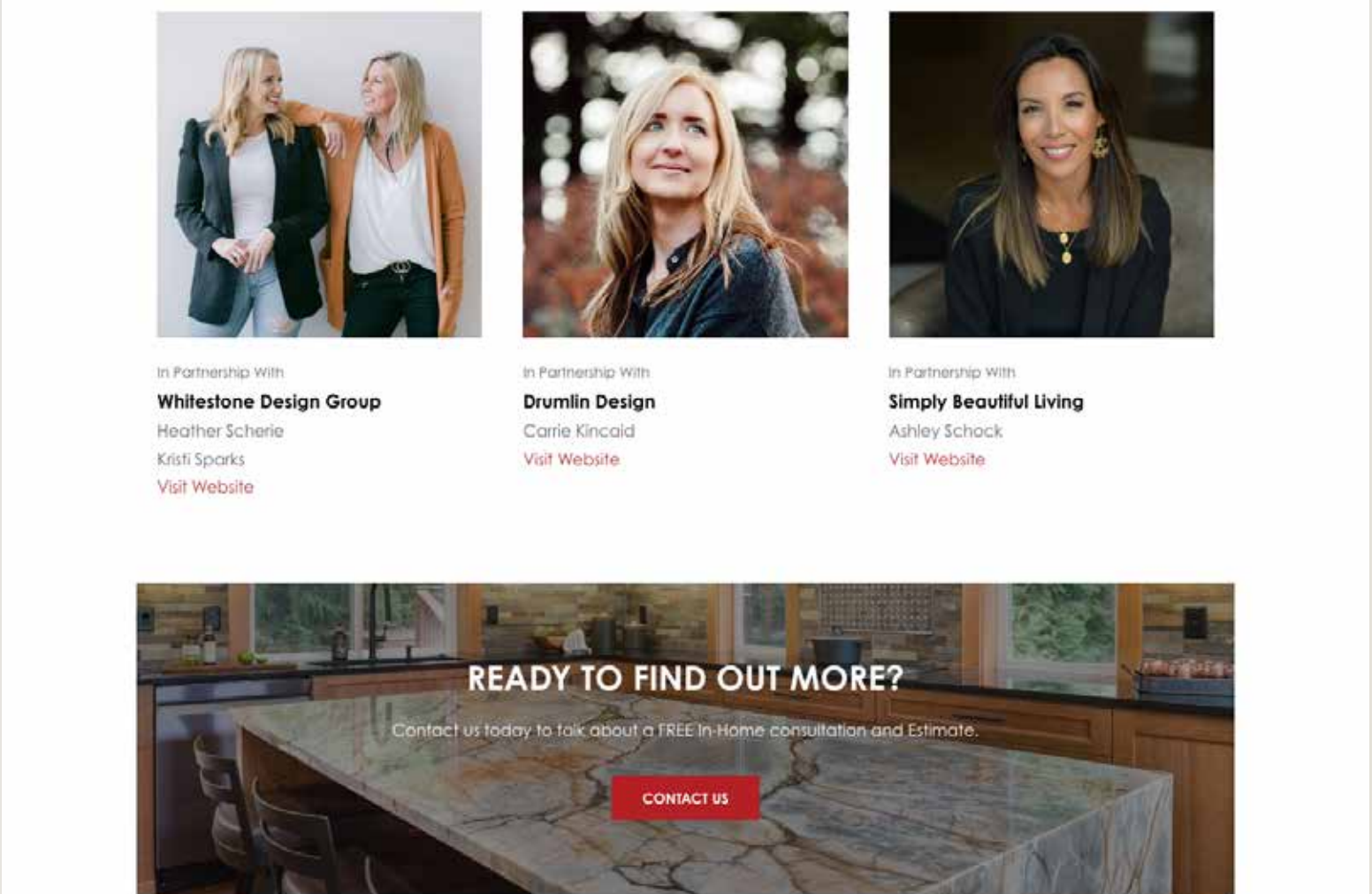
4



5



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Contact Us Page Layouts

Contact Us pages include as much contact information on your business as you want to provide (if you have a home-based business, you may not want to publish your address), and can include photos, a map and/or your hours. Inquiry forms (also known as lead forms) are usually included and you can request (or require) as much information as you want.



Small

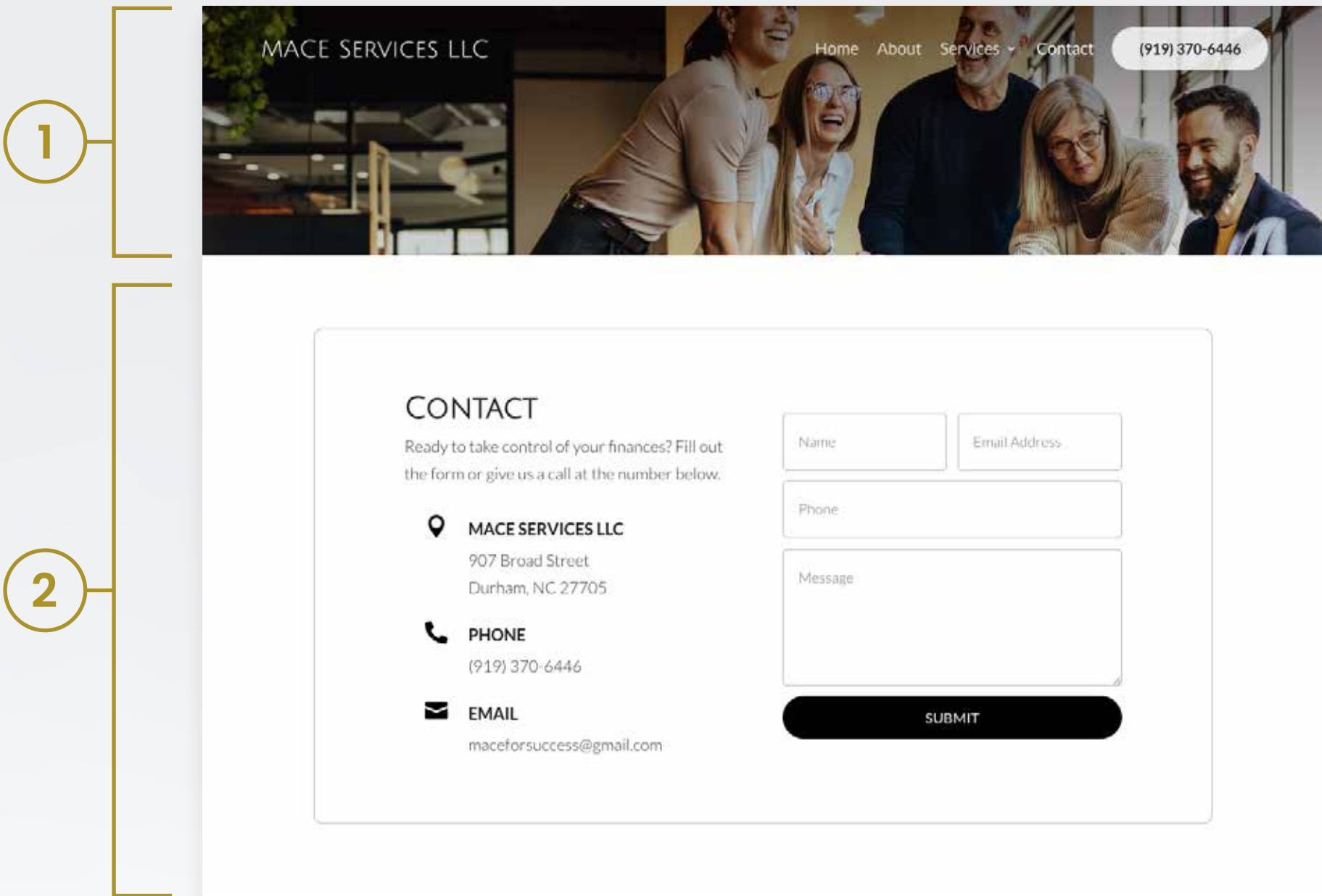
This client is a home-based business as their contact us page doesn't have an office so they simply include their phone number and email. Notice there is no lead capture form or map.



Medium

This version includes a banner, all their contact information, and a basic lead capture form. The lead form has 4 fields and can include more.

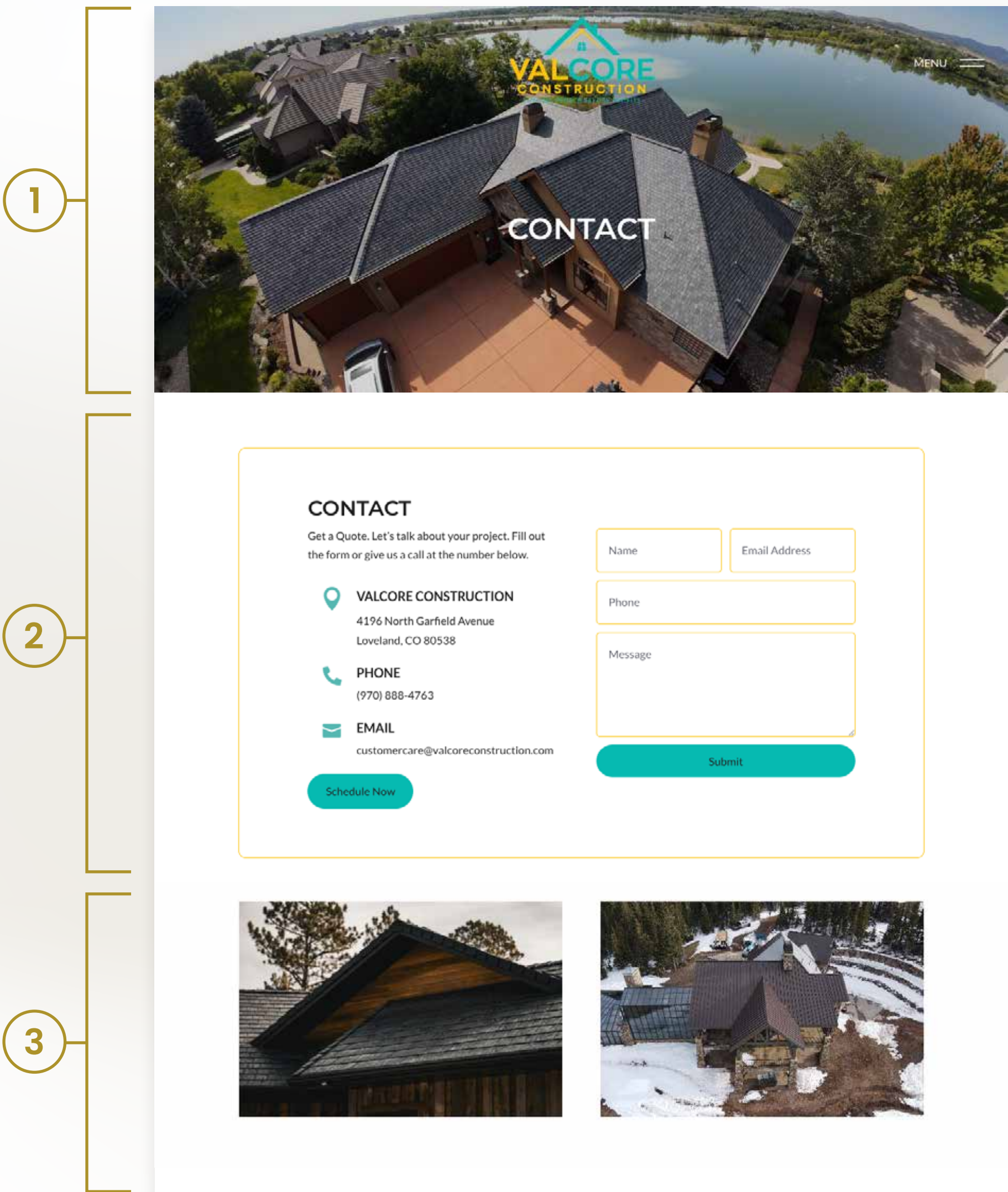
- 1. **Banner Image:** A subtle visual that sets the tone for the page. It should match the site's theme and add value without distracting from the content.
- 2. **Contact Card:** A digital business card combined with a lead form. This section includes your business contact information alongside a simple for easy inquiries.



Large

This one includes a banner, all their contact information, a scehdule now button, a basic lead capture form, and decorative images. The lead form has 4 fields and can include more.

- 1. **Banner Image:** A subtle visual that sets the tone for the page. It should match the site's theme and add value without distracting from the content.
- 2. **Contact Card:** A digital business card combined with a lead form. This section includes your business contact information alongside a simple for easy inquiries.
- 3. **Decorative Images:** Use images to add visual interest and pop to an otherwise simple page.



Next Steps:

To conclude, for us to develop your website's specs and costs, we need to go from concepts to specifics, starting with:

- 1 How many pages (and names of the pages) do you want to start with?
- 2 What photos and written content do you want on each page?
- 3 We need "Look and feel" / Style direction. What website designs do you like? It will help to have a website for inspiration and borrow some design direction from.

Don't Forget

#1 This should be easy. (If you're not sure, less is more – start basic and add on later)

#2 This is essential for us to develop a quote. (We need to know what materials we are working with)

#3 This is challenging for some clients – but if you have #1 and #2 complete, we can suggest design layouts that will work with the content you have.

Lets Discuss your Project!

An initial call gives us the opportunity to see if we're a fit for each other. We'll discuss your goals and answer your questions.

