



Client: Dean Crowover
(<http://mybenefitauctioneer.com>)

Original Project Scope: Update specific elements of site and add new pages.

Revised Project Scope: Duplicate site in mobile responsive theme, make site updates, improve where needed.

Project Notes: The client likes there site design but wants to add a second nag bar, add a video page, add four benefit specialty pages, add a new sidebar element and other smaller items

After reviewing the site I identified the following issues:

- Site is not mobile responsive for smartphones and tablets
- Videos in slider don't pause when moused over or played so that when a video is playing in the slider, the slider moves to the next frame.
- Specific site elements are not optimized for viewing

Design and Production Time Frame: 3 days

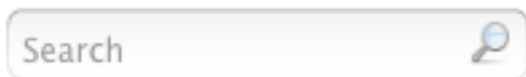



Here is the original website and the revised site. The revision looks similar to the original site but we made some notable improvements



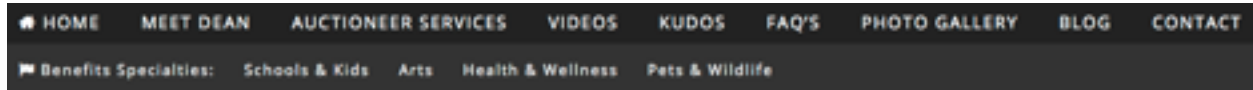
Improvements to home page:

1. We replaced the search box in the header with a call-to-action with phone number and email.



To schedule an appointment
Call 404.403.9090
 or  email Dean

2. Added the secondary nav bar to feature Dean's benefits specialties: Schools and kids, the Arts, Health & Wellness and Pets & Wildlife. We also moved the primary navigation from the header to its own bar. This provided additional space to add a "Video" and "Photo Gallery" link, and change Services to "Auctioneer Services".



3. Extended the purple background of the slider from fixed width to full width. The revision looks cleaner and presents better. We also changed from the Next Gen Slider to WP Layered Slider for the full width presentation and pausing on videos.
4. Increased the font size of the site from 13px to 18px.

Benefit auctions raise over \$15 billion dollars a year. Dean Crownover is a professional benefit auctioneer who brings expertise in planning, audience development, staging and showmanship to your event.

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5. Moved Testimonials from the main home page body to the sidebar. Original site featured two testimonials. The new sidebar testimonials features one testimonial that rotates with testimonials from the four benefits specialties. We also added a text link to view all testimonials.
6. Added a new section to direct visitors to take a next step to:
 - Review Auctioneer Services
 - Get Answers Via FAQ'S
 - View Client Testimonials
 - Request a Free 1 Hour Consultation

7. Changed footer color from purple to grey to better frame the site and stand out from purple in slider. The original had five columns which we reduced to three, removing the logo column and the pages column.

We also redesigned the graphics that show the accusation logos.



The combined changes improve the functionality of the home page, improve the eye flow pattern and better present the different content sections and call-to-actions.

Mobile Responsive

While the design of the site was retained we rebuilt the site in a new Wordpress theme utilizing the Genesis framework and the Epik child theme.

The Epik child theme is built on HTML5 making the site compatible with future changes to the web and ensures cross-browser compatibility. Plus the new theme is mobile responsive allowing the site to be optimally viewed regardless of whether the viewer is using a desktop, laptop, tablet or smartphone. The site reformats itself depending upon the device used to view it.

Example of a mobile responsive site.

