

# APRO AIPro Website 7043

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## Custom Data

Creative Brief - Project

### Default Custom Form Section

Name	Value
Now or Later	I'll have to complete the CB later
Important Information	<ul style="list-style-type: none"> <li>• Up to Eleven (11) Top-Level Page website built on a WordPress platform to be easily editable by agency or client with a focus on simple organization and with user experience in mind</li> <li>• On-brand</li> <li>• Mobile responsive</li> <li>• SEO-friendly web</li> <li>• User-friendly navigation and content organization with focus on directing differentiated customers to specific, relevant areas of the site.</li> <li>• Pages to include, at a minimum, Home, About, Capabilities, Contact, up to 3 interactive forms, Product/Service Pages, Site Map, Terms and Conditions, Government "Landing Page", and Home Care "Landing Page"</li> <li>• Use of photography and video provided by Client, or curated stock imagery.</li> <li>• Integration with client's workforce portal</li> <li>• Includes 2 rounds of wireframe and design concept revisions, copywriting, stock and/or client-supplied images</li> <li>• 1 year of Business Hosting</li> </ul> <ol style="list-style-type: none"> <li>1. Business-class secure (SSL/https) website hosting with daily backups</li> <li>2. One domain name with automatic renewal/management and DNS services</li> <li>3. Implementation of Google Analytics &amp; Google Search Console</li> <li>4. Monthly marketing report</li> <li>5. 12 website edit hours each year</li> </ol>
Situation Analysis	<p>AllPro's website was only rebuilt a few years ago, but it wasn't designed with marketing goals in mind. The current site provides a relatively professional appearance, but does not really excel at providing the needed information that it's primary users require. It appears to be built more as a brand messaging site than a user-friendly information portal. The primary user needs to be prioritized - those users being government/VA case workers. The client can provide significantly more insight into this customer.</p> <p>It is important to note that the client contact has changed in the acquisition process for this project. This new client contact is an expert in B2G sales and will provide us tremendous insight on the primary audiences' mindset, needs, etc.</p> <p>It is also important to note that while the primary audience is government case workers, it is not the only audience. This means that we must craft a front-end experience that will help audiences find their little space of the AllPro website with ease and logic.</p>
Principal Competition	<p><a href="https://www.abstaffing.com">https://www.abstaffing.com</a>  <a href="https://www.loyalsource.com">https://www.loyalsource.com</a>  <a href="https://www.dlhcorp.com">https://www.dlhcorp.com</a></p>

# APRO AllPro Website 7043

Name	Value
Single Key Objective	Create a website that gets visitors to the information they need quickly and efficiently, then to capture information from potential customers.
What challenges can we predict in getting this message out?	distinct audience differences, with the primary audience holding a disproportionate/overwhelming influence
How is the company/product/service positioned?	the top provider in the region. Experienced. Known
Who are we talking to?	primary: government buyers (case workers) secondary: healthcare recruitment tertiary: home care buyers (need more information)
What do the people we're targeting currently think of the client/product/service?	Most do not know about the brand. The services AllPro offer are known and sought after, but not necessarily the company. Google searching appears to be the most important part of the customer acquisition process.
What is the single most persuasive idea we can convey?	AllPro knows what its doing, has a proven track record to back it up, and makes it easy for the audience. This is true for each audience.
Why should they believe it?	The company has a proven track record. They are certified in many areas government buyers require. They know the systems, codes, procedures, expectations. They aren't just trying to cut their teeth on government.
How should we say it?	Professional. Brief. The brand doesn't yet have a defined voice. This process may help us to define that voice. But on first glance we're not using words like "Funny" or "Clever", but maybe words like "Efficient", "Compassionate, but not emotional". Not "sterile" or "clinical".
Corporate Style Guidelines/Mandatories	N/A
Context	Website

## **ALLPRO Site Map**

### **1 page – HOME**

- Who we are, What we do, Our staff,
- For clients overview,
- for employees overview,
- Allpro Gov section, Allpro Homecare section,
- [sticky-redirects to 3rd party site] Apply now, [sticky-flyout contact form] hire now (*persistent on all pages*).

### **1 page – ABOUT (possibly 2 pages)**

- Why Allpro, Mission, Leadership
- [sticky-redirects to 3rd party site] Apply now, [sticky-flyout contact form] hire now

### **1 page – CAPABILITIES**

- Download sheet (capture email address to download one of 2 PDFs),
- competencies, past contracts/testimonials, Differentiators, contract vehicles, static location map graphic
- [sticky-redirects to 3rd party site] Apply now, [sticky-flyout contact form] hire now

### **1 page – SERVICES (possibly 2 pages)**

- Allpro Government, Allpro Homecare,
- Medical Non-medical capabilities, general services, specific services.
- [sticky-redirects to 3rd party site] Apply now, [sticky-flyout contact form] hire now

### **1 page – CONTACT**

- General contact form
- HQ address/info, locations, static location map graphic (repeated asset)
- [sticky-redirects to 3rd party site] Apply now, [sticky-flyout contact form] hire now

### **[PHASE TWO] 1 page – Blog/insights**

- TBD