

Vivian Espie

Website suggestions & review

<https://www.townplanning.co.nz/>

- Nice, clean, clear
- However it looks very 'Corporate' – that's ok if this is your target market
- MENU on the right is not very conducive to easy navigation of the website – we'd like to think everyone knows to click on the word "MENU" but not all do, so on first glance, the website looks like a 'one-pager'.
- ETHOS page – sometimes it's better to have the Staff members' image and spiel there ready to view – just by scrolling down, rather than having to 'click through'
- The "EXPERTISE" page content should probably be on the landing page – straight up display of your services.
- Love the "PROJECTS" page and layout, sliding banners.

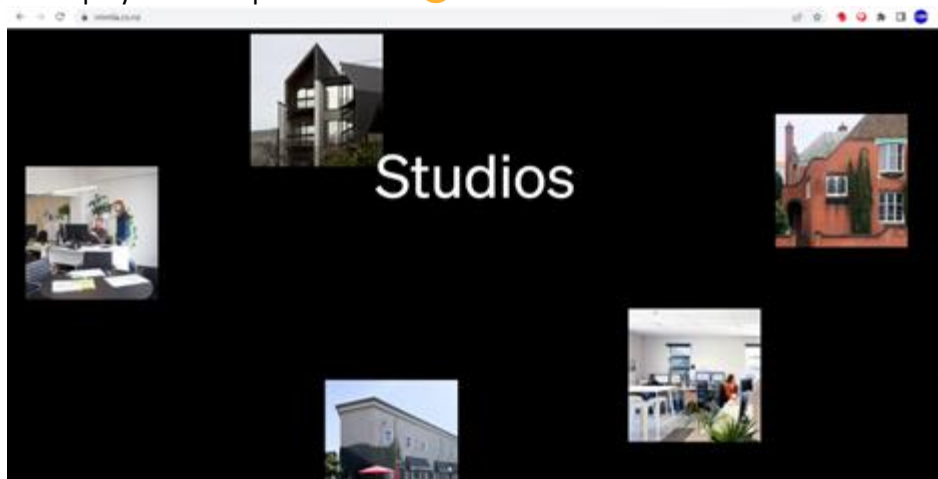
<https://www.browncandcompany.co.nz/>

- This is nice, but on first impressions, I'm thinking it's a tourism site.
- Font is too small, can't read what the business is about - Logo wording over mountains – ie:



<https://rmmla.co.nz/>

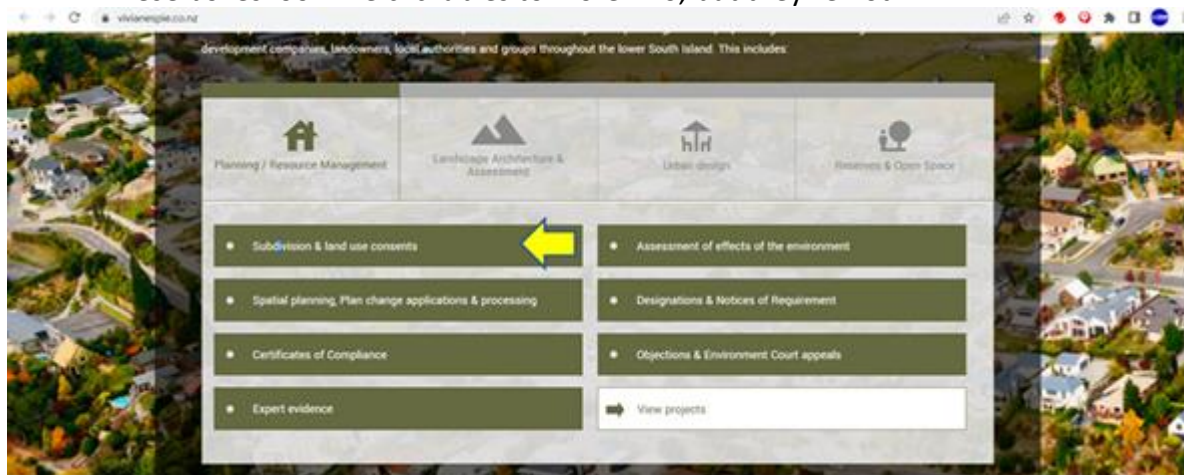
- Oh dear. I find this landing page quite annoying – the sliding banner of scribble. Nothing about this site looks professional, nor engaging?
- Choice of branding colours is questionable – maybe they were going for 'natural' or 'earthy' but it's just off the mark
- This display isn't well placed at all? 😞



Now for a brief review of your current website:

www.vivianespie.co.nz

- My first thought – this: **Experts at Getting You the Resource Consents You Need**
 - Remove unnecessary capitals
 - Add the word ‘permits’ ?? I may be wrong, but your website needs to cater to those who are not up with your lingo
- These boxes look like clickables to more info, but they’re not:



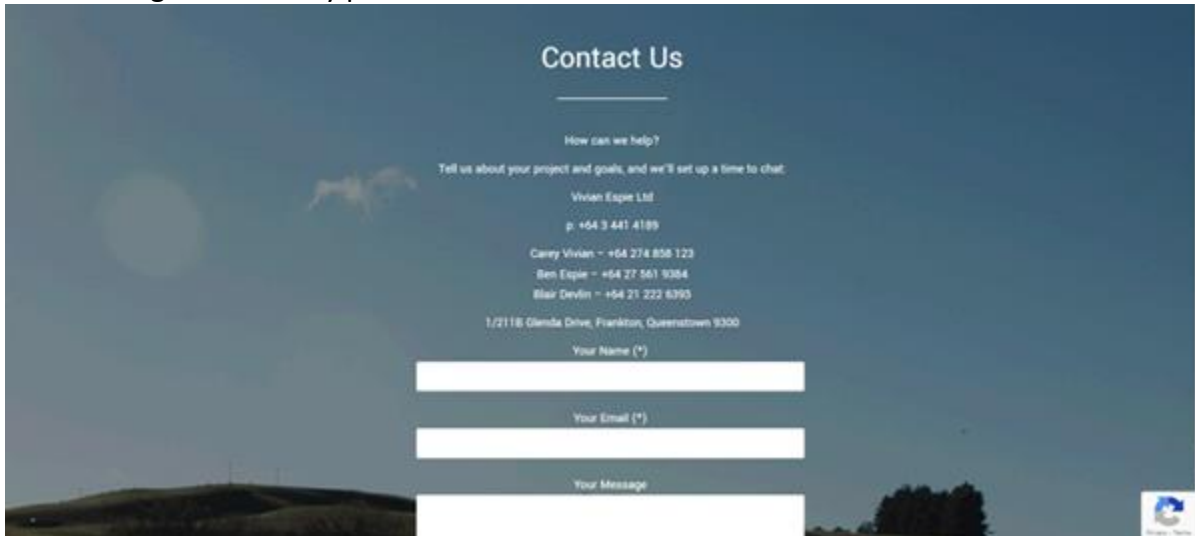
- In this section, I’d set it out in a more ‘displayed’ layout rather than paragraph:



- In this section, I feel like these should be clickable links to more detailed information:



- Image here is very pixelated:



A couple more points as suggestions:

When you click on the top Menu to any of the links, it scrolls to an “anchor” in the page – this is great, but if you want quick navigation (ie. I click “what we’ve done” – it scrolls to that section, but if I want to navigate to one of the other menu items, I have to scroll all the way back to the top to select. Using a fixed navigation will solve this, along with a ‘scroll to top’ button on the side – as seen here:

