TERRA RENEWAL .COM

VERSION 0.9 "IMERSIVE"

EARLY WIP SITEMAP - DECEMBER 31, 2025 - VERSION 0.9

GOALS

WE'VE HEARD THAT

TOM GETS MORE CALLS FROM POTENTIAL CUSTOMERS.

PROBLEM

TOO SWEET, NO MEAT. CHEWY.

ON THE CURRENT SITE, TERRA'S CORE COMPETENCIES IS LOST IN VAGUEST MARKETING SPEAK. IT TAKES TOO MANY CLICKS TO GET NO WHERE.

SOLUTION

BARBERUE.

MAINTAIN THE WARM TEMPERATURE OF THE CURRENT DESIGN AND LET CORE COMPETENCIES SHINE THROUGH THE MARKETING. GET TO THE DETAILS WITH 3 CLICKS. THE MEAT SHOULD JUST FALL OFF THE BONE.

USERS

CUSTOMER

PLANT MANAGER

JOURNALIST

EDITOR, BLOGGER

INVESTOR

DRIVING SHAREHOLDER

NETWORKER

AMBASSADOR, EVANGELIST, HATER

FLOWS

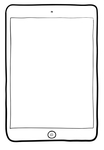
CURSORY GLANCE

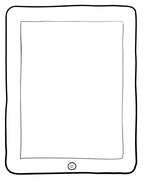
SOMEONE IS INTRODUCED TO TERRA FOR THE FIRST TIME AND MAKES A FIRST PASS AT THE WEBSITE.

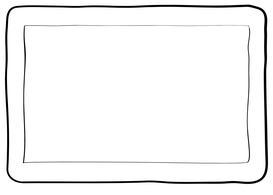
VETTING

VETTING TERRA AS A VENDOR TO HAUL RESIDUALS.

DEVICES







FLOW:

HANK
PLANT MANAGER

CURSORY GLANCE ON MOBILE

CASE:

HANK, A POULTRY PLANT MANAGER GETS A TEXT OR EMAIL ABOUT TERRA ON HIS IPHONE. HE EITHER GOOGLES TERRA OR CLICKS ON A LINK AND ARRIVES ON THE SITE FOR THE FIRST TIME. IF HE HAS A PLEASANT EXPERIENCE, HE MIGHT COME BACK FOR A 2ND LOOK, PERHAPS ON A DESKTOP.

MESSAGE:

"SLEEP SOUNDLY KNOWING THAT YOUR RESIDUALS ARE BEING HANDLED IN AN ENVIRONMENTALLY-RESPONSIBLE MANNER AND ON A TIMELY BASIS."

TERRA AND DARLING SCREENS COMBINED INTO SINGLE CLOSER

REALLY? QUANTIFY THAT.

OH YEA? BACK IT UP.

1 SHOULD THIS BE PULLED UP?

? LONGER TAGLINE?
AMERICA'S OLDEST, VARIEST, AND MOST INNOVATIVE RECYCLING SOLUTIONS COMPANY SERVING THE FOOD INDUSTRY.

DIDN'T FIND WHAT YOU'RE LOOKING FOR?

? PHONE NUMBER, DOES IT NEEDS CONTEXT?
- CALL TOM?
- SPEAK TO SALES PERSON

CONTACT INFO BEYOND PHONE NUMBER NEEDS A HOME.

? LAGOON SLUDGE? OR LAGOON RESIDUALS?

? CAPACITY
[OF WHAT EXACTLY?]

SERVICES

BECAUSE MOST COMPANIES SELL GOODS AND SERVICES, THE TERM "SERVICES" IS VIRTUALLY USELESS FOR SEO PURPOSES.

WE MIGHT CONSIDER SOMETHING MORE SPECIFIC SUCH AS "SLUDGE REMOVAL SERVICES" OR "SLUDGE DISPOSAL SERVICES"

IF THOSE PHRASES ARE DEAL BREAKERS FROM A CONTENT STANDPOINT, WE COULD USE "SERVICES" IN THE CONTENT, AND THE MORE SPECIFIC PHRASE IN THE PAGES (HAS TITLE AND H1): HTTP: // TERRARENEWA . COM / SLUDGE - REMOVAL - SERVICES

BEST PRACTICE IS TO HAVE CONSISTENCY ACROSS ALL 3 INSTANCES OF THE KEY WORD PHRASE:
- CONTENT
- CODE
- URLS

1 CLICK TO REACH A SERVICES, THEN SCROLLING ACCESS TO ALL SERVICES.

FOR SALES PURPOSES, EACH SERVICES HAS A DEDICT URL HERE IS THE URL FOR EMERGENCY SERVICES:

HTTP: // TERRERENEWA . COM / SERVICES # EMERGENCY - SERVICES

SERVICES (CONT'D)

FAMILY

! DESIGN IDEA TO KICK SITE IN A NEW WINDOW

ALTERNATE WORD BE TO LINK TO THE BRAND PAGE OR DARLING SITE.

HANK
PLANT MANAGER

VETTING TERRA AS A VENDOR

A POULTRY PLANT MANAGER, NAMED HANK HAS SOMEHOW LEARNED OF TERRA, PERHAPS TAKEN A FIRST GLANCE AT THE SITE FROM HIS PHONE.

HANK IS NOW IN THE OFFICE IN FRONT OF HIS LAPTOP OR DESKTOP, VETTING TERRA AS A POTENTIAL VENDOR TO HAUL RESIDUALS FROM HIS PLANT.