

PC Website Outline

Welcome aboard. This document is designed to streamline the process of creating the optimally built website for your Profit Center and give you a clearer picture of what you're getting.

Fundamentally, your website is comprised of 8 pages. The first 6 are included by default. These are:

- Landing Page/Home Page
 - AI Cover Photo with PC's logo and city
 - Service. Integrity. Reliability.
 - CED's value proposition to the electrical contracting market
 - Introduction to any value-added services
 - Call To Action to sign up for a credit account
 - Benefits to Portal Registration section
 - Contact information footer

- Contractor Resources
 - Square D Digest or equivalent
 - Link to NEC 2023 Code Book Digital Access
 - EC&M Website
 - Voltage Drop Calculator
 - Conduit Fill Calculator
 - Transformer Configurations
 - Electrical Formulas
 - Copper Prices
 - NEMA Ratings for Enclosures
 - NECA Manual of Labor Units

- Credit Application Page
 - Includes directions for credit application submission and link to download. This is a primary conversion metric for obvious reasons.

- Dedicated Switchgear Page
 - We know switchgear is the lifeblood to many PCs and your switchgear line of choice is often a top contributor to the cost of this project so 3 Phase Promotions makes it a point to showcase new innovations from these manufacturers.

- Functional Line Card
 - Your top 18-24 vendors with clickable logos linking to their websites.

- Contact Page
 - Address, phone number, customer service e-mail and a Google Maps widget. Some PC Managers choose to include a staff list to make call routing more streamlined. Name, position, e-mail and photo if desired.

For the final two pages, you can choose from an assortment of the following options that will apply to managers with certain goals and focuses in mind. Reviewing your Forecast Package if it's been awhile can be a helpful exercise.

Product spotlight for any vendor who contributed funds. This could be Acuity, Generac, or Lutron to name a few.

For the recruitment minded, consider a careers page describing the vision you have for expanding your profit center's growth.

For those looking to promote foot traffic to their counter, consider a page with an events calendar for counter days and lunch and learns along with pictures of past events. A description of what is on offer on a typical day - namely coffee, pretzels, or a popcorn machine can also entice.

A page dedicated to continuing education can show investment in your customers. You can partner with manufacturers like Lutron and Generac to help guys get certified in specific installs. Southwire Solutions University also impresses.

Larger PCs often offer different value-added services including Asset Management Solutions, Prefabrication, Wire Paralleling and others that can be described in greater detail.

Some PCs serve more niche markets and it's worthwhile to dedicate a page outlining how they're best positioned to serve those specific industries.

Lastly, highlights of past projects. This may end up being a content update for you unless you've had a website in mind for some time and have been compiling a portfolio of prior jobs.