

## **The Brief**

Conquest Lawnmowers asked me to re-write the copy on their website.

They make two ranges of quality lawnmowers and other garden tools, for consumers and professionals respectively. Their ranges are expensive but will last much longer than cheaper alternatives.

Their products can't be bought in large DIY stores or over the internet, but are sold through a network of approved dealers. These dealers are all experts and can help people choose the best machine for their requirements.

Conquest also offers servicing and maintenance of its machines through the dealer network.

## **Process**

Included are the home page, as well as the site plan and site map.

# Conquest Lawnmowers

Conquer Your Garden

[Homeowners](#)

[Professionals](#)

[Why Conquest?](#)

[Where Can I Buy?](#)

[Servicing and Maintenance](#)

[Contact Us](#)

Lost in the long grass? Caught in the weeds? Is your lawnmower just not cutting it?

Whether you love or loathe gardening, Conquest Lawnmowers have a range of lawnmowers and gardening tools to help everyone, from [Homeowners \(Link\)](#) to [Professionals \(Link\)](#).

- Speak to our experts who can help you **select the right product for your needs**.
- Our products are high-quality and last longer than cheaper alternatives, **saving you money**.
- We offer a 12-month warranty and maintenance service making it **an investment you can trust**.

## [What our customers say \(Link to 'Testimonials'\)](#)

*'My lawn is the envy of the street.'*

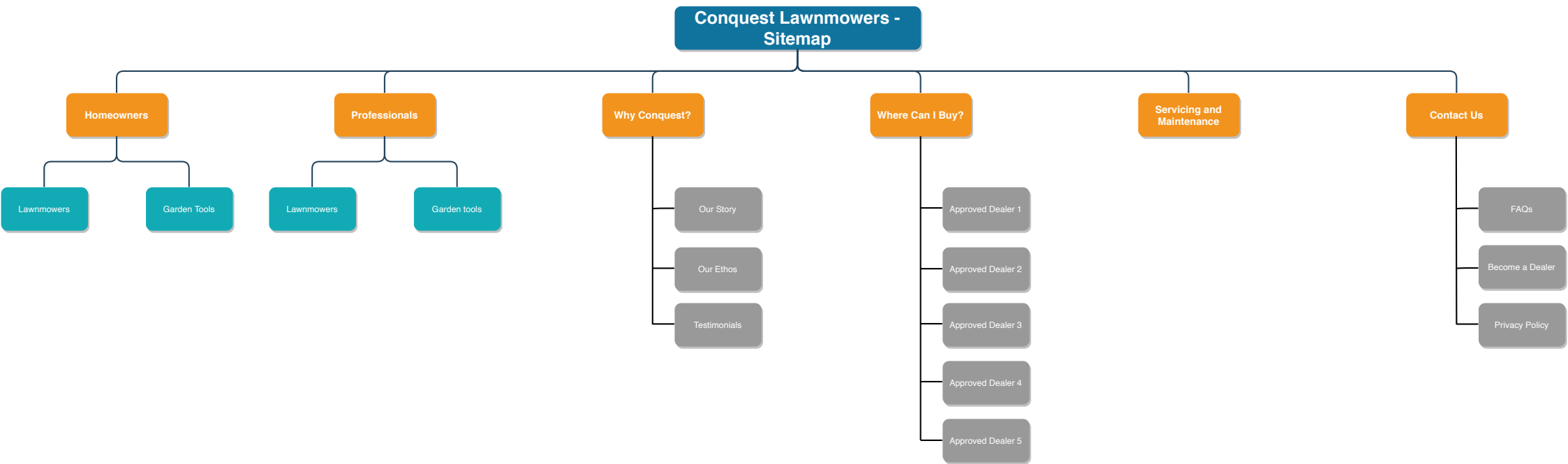
- James Thornton, Homeowner from Durham

*'Made for pros, by pros.'*

- Erik Stevens, Head Groundsman at Queens Tennis Club

## [Where Can I Buy? \(Link\)](#)





## Conquest Lawnmowers - Site Map Breakdown

### Home Page:

- Company name and tagline.
- A sticky navigation bar which remains at the top the page even when you scroll down/  
select a different page with links to the following:
  - **Homeowners**
  - **Professionals**
  - **Why Conquest?**
  - **Where Can I Buy?**
  - **Servicing and Maintenance**
  - **Contact Us**
- Highlight common gardening problems.
- Introduction of Conquest Lawnmowers, its products, and its customers.
- List of key features and benefits of the products and services.
- What Our Customers Say (Link to **Testimonials**):
  - Homeowner
  - Professional gardener/groundsman.
- Link which takes you to **Where Can I Buy?**.
- Icons which link to the company's Facebook, Instagram, and Twitter pages.
- A pop up 'Sign Up' form: 'Get our FREE Gardening Tips ebook and monthly e-mails on our latest offers' (if Conquest Lawnmowers want to offer this).
  - Visitors must enter their full name and e-mail address.

### **Homeowners:**

- Explanation of why these products are aimed at homeowners (type of gardening work).
- Link to **Lawnmower** range with detailed information on the different products (divided by electric and petrol). Each product will have a link to **Servicing and Maintenance** and **Where Can I Buy?**
- Link to **Garden Tools** range with detailed information on the different products. Each product will have a link to **Servicing and Maintenance** and **Where Can I Buy?**.

### **Professional:**

- Explanation of why these products are aimed at professionals (type of gardening work).
- Link to **Lawnmower** range with detailed information on the different products (divided by electric and petrol). Each product will have a link to **Servicing and Maintenance** and **Where Can I Buy?**.
- Link to **Garden Tools** range with detailed information on the different products. Each product will have a link to **Servicing and Maintenance** and **Where Can I Buy?**.

### **Why Conquest?:**

- Description of the quality and reliability of Conquest lawnmowers and garden tools, and the warranty included. Link to **Servicing and Maintenance**.
- Link to **Our Story** with information about the company history and the people behind it (with names and photos).
- Link to **Our Ethos** which explains the company's approach to sourcing materials, developing its products, and selling them to customers.
- Link to **Testimonials** from homeowners who have bought the product and professional gardeners/groundsperson. List names of customers, whether they are a homeowner or a professional (include a direct link to the product(s) they are reviewing), and their review/testimonial,.
- Link which takes you to **'Where Can I Buy?'** .

### **Where Can I Buy?:**

- Links to the six '**Approved Dealers**'
- A map and search device to clearly distinguish the dealers for homeowners and professional products. It will also be clear whether these dealers offer **Servicing and Maintenance**.

### **Servicing and Maintenance:**

- Description of the servicing and maintenance that is available to customers.
- Link to **Where Can I Buy?**

### **Contact Us:**

- A link to **Frequently Asked Questions (FAQs)**. A list of the most common customer questions with links to relevant pages on the website where applicable - should be included at the bottom of the page to avoid cluttering the navigation bar at the top.
- A link to **Become a Dealer** for those looking to sell Conquest products.
- A link to the company's **Privacy Policy**
- A map showing where Conquest Lawnmowers are based.
- A contact form to get in touch with Conquest Lawnmowers directly.