

# American Fence Staging Review vs. IA Document

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I've completed a first-pass review of the staging site (<https://fence.connectivity-network.com/>) and compared it against the Information Architecture document you provided. I also reviewed the site on a mobile viewport. Here are the key findings and issues that need to be addressed before or shortly after the site goes live.

## 1. Critical Mobile View Issues (Needs Immediate Fix)

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The mobile experience has a few major flaws that will severely impact usability and lead generation if not fixed before launch:

- **Misplaced Mobile Navigation:** The hamburger menu (mobile navigation toggle) is not located in the header where users expect it (e.g., next to the logo). Instead, the navigation is pushed far down the page, appearing below the logo, the “Woman Owned” badge, and several CTA buttons. This makes it incredibly difficult for mobile users to figure out how to navigate the site. The navigation toggle needs to be moved up into the sticky header.
- **Template Leftover Link (“Book Appointment”):** On the mobile view, there is a prominent “Book Appointment” button. Clicking this link points to `/schedule-an-auto-body-repair-estimate-appointment/`. This is clearly a leftover from a theme template (an auto body shop) and needs to be removed or replaced with a relevant fencing CTA immediately.

## 2. Broken Links and 404 Errors

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Several critical conversion and contact pages are currently returning 404 errors or leading to broken layouts. These need immediate attention:

- **Contact Us Page:** Navigating to `/contact-us/` results in a “Page not found” error, although a contact form is partially rendered below the 404 message. The

actual working contact page seems to be at `/contact/`. The main navigation links need to be updated to point to the correct URL.

- **Request a Bid / Online Quote:** The “Online Quote” button in the top navigation bar links to `#footer`, which simply scrolls down the homepage. However, the dedicated `/request-a-bid/` URL (which might be intended for this) also returns a “Page not found” error with a broken layout similar to the contact-us page.

### 3. Navigation and Structure Discrepancies

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Comparing the staging site’s main navigation against the IA spreadsheet reveals a few structural differences:

- **Services Dropdown:** The IA document lists a broad set of services. The staging site’s “FENCING” dropdown includes many of these (Commercial Fencing, Security Fencing, Access Control, Maintenance & Repair, Industrial & Warehouse, Dumpsters, Specialty Railings, Athletic Field, Parks & Rec, Temporary, Other). This aligns well with the IA.
- **Materials Dropdown:** The staging site’s “MATERIALS” dropdown includes Chain Link, Wood, Specialty, Vinyl and Composite, Ornamental Steel & Aluminum, and Proprietary Aluminum. This perfectly matches the IA document.
- **Company Dropdown:** The IA lists “Company Overview”, “Meet the Team”, and “Company Values”. The staging site’s “COMPANY” dropdown matches this structure exactly.
- **Resources Dropdown:** The IA lists “FAQs” and “Blog”. The staging site includes both “FAQs” and “Blogs” under “RESOURCES”. Note that the IA suggested adding the blog at a later date, but it appears to be present in the navigation now.
- **Employment Opportunities:** The IA lists “Employment Opportunitites” as a top-level item. It is present in the staging site’s top navigation, but the page URL is `/employment-opportunitites/` (note the typo in “Opportunitites”). It would be best to correct the spelling to “opportunities” in both the navigation label and the URL slug before launch.

## 4. Design and Element Observations

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- **Homepage Forms:** The homepage has a “Request a Bid” form prominently displayed near the top and another form near the footer. The top form might be a bit overwhelming right below the hero section; you might want to review its placement.
- **Form Layouts:** On the 404 pages ( `/contact-us/` , `/request-a-bid/` , and `/employment-opportunities/` ), the forms are rendering awkwardly with overlapping text and input fields. This suggests a styling issue with the form builder (likely Elementor forms) on pages without a proper template applied.
- **Footer Links:** The footer contains standard links (Terms, Privacy, Disclaimer), which is good. However, the “Contact Us” section in the footer lists the address and phone number clearly, which is helpful for local SEO.

## Recommendations Before Launch

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1. **Fix Mobile Navigation & Leftovers:** Move the mobile hamburger menu to the top header area. Immediately remove the “Book Appointment” button that links to the auto body repair template page.
2. **Fix Contact Links:** Update all “Contact Us” links in the navigation to point to the working `/contact/` page instead of the broken `/contact-us/` page.
3. **Resolve “Online Quote” / “Request a Bid”:** Decide whether “Online Quote” should just scroll to the footer form or go to a dedicated page. If a dedicated page is needed, the `/request-a-bid/` page must be built properly to avoid the 404 error.
4. **Correct Spelling:** Fix the spelling of “Employment Opportunitites” to “Employment Opportunities” in the navigation menu and the page URL slug.
5. **Review Form Styling:** Check the styling of the forms across the site, especially on the dedicated contact and employment pages, to ensure fields and labels don’t overlap.