



Web design mockup

This is a hypothetical truck rental company that I created. The first two pages are describing what should be on the homepage and rental page. I also include a brief style guide on the third page. The last two pages are a website mockup showing what is discussed in pages 1-3. Attention was paid to SEO keywords, accessibility, and use of Plain English.

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Company: PNW Rental Trucks

Website link: pnwrentaltrucks.com

The first thing under the title of the website and slogan will be a directory ribbon. This ribbon can be clicked by the user and take them to the following pages:

- "LOCATIONS" → pnwrentaltrucks.com/locations
- "WHAT'S AVAILABLE" → pnwrentaltrucks.com/available
- "TRUCKS" → pnwrentaltrucks.com/details
- "CONTACT US" → pnwrentaltrucks.com/contact

Under the directory ribbon on the homepage is a table like the one below. Here, I stress several things that may get the customer to reserve a truck through our company. The top and bottom table borders are hidden for stylistic purposes. SEO keywords are used here (vehicles, rental, trucks, location, etc.).

Reliable	Truck Rental App	Discount
Our vehicles are up to date on maintenance. They're always checked out by licensed dealers and will never let you down.	Use this app to reserve your vehicle. You can also update any changes to your reservation here. Check it out for free!	Find our nearest location near you to see if there are any other current offers available.
Show Me More Details	Download App	Save Money

The buttons shown above link to other pages within the website using the following URLs:

- "Show More Details" → pnwrentaltrucks.com/details
- "Download App" → pnwrentaltrucks.com/download/app
- "Save Money" → pnwrentaltrucks.com/location/discounts

Included on the home page under the table shown above is a royalty-free stock photo from Pixabay.



Men exchanging key image:

pixabay.com/photos/people-car-key-conversation-car-8149872/

Under the stock photo is instructions on how to reserve a vehicle:

We have over 100 available trucks!
Reserve now in 5 easy steps.

- 1. Find your nearest location.
- 2. Put the start and end date of when you would like to reserve your rental.
- 3. Confirm your truck rental type and dates.
- 4. Get estimate.
- 5. Confirm your reservation.

Reserve

All "Reserve" buttons on the website link to the same page at: pnwtruckrental.com/reserve

TRUCK RENTAL PAGE

Website link: pnwtruckrental.com/details

All three types of trucks are shown next to each other. Because the trucks are white, a neutral background color should be used to for contrast.



A table similar to the one shown on the homepage is also shown here with the following information:

Mini Truck	Ford Ranger XLT	Box Truck
<ul style="list-style-type: none">• Carries up to 771 lbs.• Truck bed size: 76" x 55"x 11"• Seats up to 2• An affordable option for moving smaller items quickly. This truck is perfect for outdoor projects around your property too.	<ul style="list-style-type: none">• Carries up to 1847 lbs.• Truck bed size: 67" x 50" x 21"• Seats up to 5 people• Great for moving a few large items. This size truck allows for easier city parking. Not moving? Rent this truck to go on a road trip through the mountains.	<ul style="list-style-type: none">• "Carries up to 3100 lbs.• Cargo Box size: 120" x 72" x 72"• Seats up to 3 people• This truck can move large items, and heavy loads. It offers more protection than other vehicles. A box truck is ideal for longer distance moves.
Reserve	Reserve	Reserve

OTHER DETAILS TO NOTE

- **First person:** Utilize a welcoming tone to make the user feel included.
- **Color scheme:** Avoid common colors associated with color-blindness.
- **Text:** Employ sans serif fonts that are easier for people with dyslexia to read. Different fonts are used to help distinguish different parts.

TEXT AND FONT STYLE GUIDE	
Important Titles	Verdana Pro Black
Header Slogan	Abadi Extra Light
Button Text	Aptos
Table Information and General Site Information	Century Gothic
Homepage Directory Ribbon	CENTURY GOTHIC (all caps)

WELCOME TO PNW TRUCK RENTAL



Seattle's most reliable local business truck rental

LOCATIONS

WHAT'S AVAILABLE

TRUCKS

REVIEWS

CONTACT US

Reliable

Our vehicles are up to date on maintenance. They're always checked out by licensed dealers and will never let you down.

Show Me More Details

Truck Rental App

Use this app to reserve your vehicle. You can also update any changes to your reservation here. Check it out for free!

Download App

Discount

Find our nearest location near you to see if there are any other current offers available.

Save Money



We have over 100 available trucks!

Reserve now in 5 easy steps.



Mini Truck

- Carries up to 771 lbs.
- Truck bed size: 76" x 55" x 11"
- Seats up to 2
- An affordable option for moving smaller items quickly. This truck is perfect for outdoor projects around your property too.

Reserve



Ford Ranger XLT

- Carries up to 1847 lbs.
- Truck bed size: 67" x 50" x 21"
- Seats up to 5 people
- Great for moving a few large items. This size truck allows for easier city parking. Not moving? Rent this truck to go on a road trip through the mountains.

Reserve



Box Truck

- "Carries up to 3100 lbs.
- Cargo Box size: 120" x 72" x 72"
- Seats up to 3 people
- This truck can move large items, and heavy loads. It offers more protection than other vehicles. A box truck is ideal for longer distance moves.

Reserve

If not sure which vehicle to choose or if you have more questions, chat with us on the [app](#) or call **206.123.4567**.

You can also find more truck information clicking on the button below:

More Truck Details

NOTES:

- When users click button to reserve, they will be taken to pnwtruckrental.com/reserve/
- "More Truck Details" takes user to same page as "Show Me More" button on homepage → pnwtruckrental.com/details