NORTHERN CORRIDOR WEBSITE AND ENQUIRY SYSTEM

PROPERTY CARE + HAULAGE / HELENSVALE QLD

We built a practical website around the details Callum needs to assess a job, with clear services, indicative estimates, photo-quote preparation and an owner dashboard.

05
Residential service pages

05
Commercial service pages

06
Enquiry stages

THE DESIGN CHALLENGE

Lawn care, rubbish removal, deliveries, assembly and property upkeep each need different information. The site organises those services into useful paths for residential and commercial customers.

THE DELIVERED OUTCOME

A connected path from service information to a prepared enquiry, with owner controls for managing what comes next. Commercial results will be assessed as real enquiries and jobs come through.

EXPLORE THE BUILD

northerncorridorpropertycare.com.au

THE CUSTOMER JOURNEY

Each feature helps a customer understand the service or prepare the details Callum needs for a quote.

Service discovery	Five residential and five commercial service pages explain the work, starting rates, scope and relevant questions.
Distinct price guides	Residential and commercial rates stay separate, with applicable extras and clear starting-price conditions.
Interactive estimates	Customers choose the job, extras and estimated hours where relevant. An itemised starting estimate updates from those selections.
Context carried forward	The estimate becomes a written job summary that can carry into the photo-quote journey or online enquiry.
Photo-quote preparation	A prepared message opens in the customer's messaging app. The customer attaches photos and chooses when to send. The website does not receive the photos.
Three-step online form	Job details, location and timing, then contact details and consent. Haulage requests ask about collection, delivery and the load.
Service-guide assistant	Defined rules answer supported questions from the residential and commercial guides and link to the relevant next step.
Contact and confirmation	Call, SMS, business email and online enquiry options. Quote submissions receive a reference. Callum confirms scope, suitability, availability and final price.

An estimate prepares the conversation. No confirmed booking or payment is taken by these tools.

THE OWNER WORKFLOW

The backend brings enquiries, selected website controls and recorded activity into one owner area.

Private enquiry inbox	Saved quote records show the job details, reference, customer contact information and notification state. Internal notes support follow-up.
Six enquiry stages	New, Contacted, Quoted, Booked, Completed and Closed. The owner updates these stages to reflect what has actually happened.
Notification handling	Configured email notifications use the fixed business address. Sent, sending and failed states are logged; the enquiry record remains available if email fails.
Recovery path	Backup reconciliation checks eligible recent enquiries without a notification log. Notification exceptions can be reviewed in the owner area.
Website essentials	Owner controls cover selected text, images and service areas. Online enquiries can be paused when required.
Pricing and changes	Both published guides can be reviewed. Pricing, business-detail and website changes are recorded as requests for Crow Flies to review before publication.
Activity overview	Last-30-day recorded actions, service popularity, broad source categories and notification issues are shown alongside the enquiry pipeline.
Access and validation	Owner authorisation checks separate private functions from the public site. The enquiry form includes validation, consent and a honeypot field.

The owner area supports the next action. A pipeline stage becomes useful when it reflects the real customer conversation.

DISCOVERY AND MEASUREMENT

Clear service information supports people first, then provides a consistent foundation for search and answer systems.

SEARCH AND ANSWER DISCOVERY

SEO foundations	Page titles, descriptions, canonical addresses, internal links and social-sharing metadata give each service a defined identity.
Structured information	Business, service, offer, website, page and breadcrumb data describe the organisation, service area and relevant offerings.
AEO and GEO foundations	Direct service answers, scope, preparation guidance and common questions support interpretation by search and answer systems. Rankings and AI citations are not established outcomes.
Discovery files	A sitemap, robots rules and llms.txt guide provide a map of the relevant public content.

WHAT TO MEASURE AFTER LAUNCH

Track real enquiries, response times, written quotes, confirmed jobs and completed work. Review website actions alongside those outcomes so the next improvement has a practical basis.

Recorded actions	Call taps, photo interactions, estimates, assistant opens and form submissions are activity signals. Calls answered, messages sent, inbox delivery and confirmed jobs need separate verification.

START WITH THE WORK YOUR WEBSITE NEEDS TO DO

We can work through the details your customers need, the information you need to quote and the next action the website should support.

crowflies.com.au/book

Build reviewed 26 November 2026. Capability case study; no revenue or traffic uplift claimed.