

KNAUSS SCHOOL OF BUSINESS

in partnership with

MIRACOSTA COLLEGE SBDC



PRECISION FROM ABOVE

A Community Service Project

ZACHARY (ZACK) NOLA

MBA Candidate

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Situation

Starting from Square One.

An emerging agriculture-focused drone services business needed a credible digital presence to compete for commercial work. Owner Jeff Navarette required a professional website to legitimize the company and give prospects a clear way to assess its capabilities and prior work.

Mr. Navarette (the client) provided the domain, a business card, and an AI-generated logo, but that's it.

A web address and an idea.



eagledroneai.com

Supplemental Content



Task

Launch a professional website to establish the company's digital presence and showcase its visual capabilities to agricultural decision-makers.

Slow is Smooth. Smooth is Fast.
Examples of strategy and planning documents provided to, and discussed with, the client.



PLANNING AND STRATEGY

The goal of our website:

- The purpose of this website is to generate qualified leads and educate visitors through valuable, informative content.
 - **Goal 1: Lead Generation**
 - **Goal 2: Education**

Our target audience.

- We are "agriculture forward" and recognize the need for future-proofing, serving vineyard managers, growers, and anyone in agriculture or infrastructure.

Our Approach

- 1 Planning & Strategy
- 2 Domain & Hosting
- 3 Design & Development
- 4 Content Creation
- 5 Functionality & Features
- 6 Security & Privacy
- 7 SEO & Analytics
- 8 Testing & Launch
- 9 Post-Launch & Maintenance

Our current focus

PLANNING AND STRATEGY

Proposed sitemap outlining key pages.

- This is for a scrolling website design.

PROPOSED SITEMAP

- HOME
 - Hero image
 - Overview of services/benefits
 - A Call to Action (CTA)
- ABOUT
 - Company mission & values ("Agriculture Forward")
 - Leadership / Team bios
 - Certifications
 - Licenses
 - Insurance
- INDUSTRIES
 - Agriculture Infrastructure
- SERVICES
 - Mapping
 - Surveying
 - Crop Monitoring
 - Spraying
- PRICING
 - Growing Season
 - Bi-Monthly Monitoring
 - Annual Package
 - Project-based
 - Per hr add-on
 - Per acre pricing
- EDUCATION
 - FAQ
 - Blog
 - Visuals
 - Videos, infographics
- CONTACT
 - Contact Form
 - Contact Info

NEXT STEPS - Design & Development

1. Identify a Builder
 - a. Wix
 - b. Squarespace
 - c. Shopify
 - d. GoDaddy

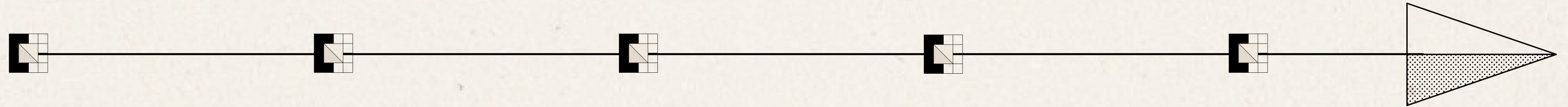
Trusted brands that facilitate easy administration.

Which builder provides the best template?

imagery

withphotos

Action



Listened

To understand goals & constraints.

Structured

To define strategy & flow.

Created



- COLOR PALLET SELECTION
- DRAFTING & EDITING ALL COPY
- SOURCING OF PHOTOS & IMAGERY
- BACK-END SETUP TO ENSURE EASE OF USE
- CONTENT MANAGEMENT SET-UP
- WIX BUSINESS PROFILE CREATION
- LOGO REDESIGN

Refined

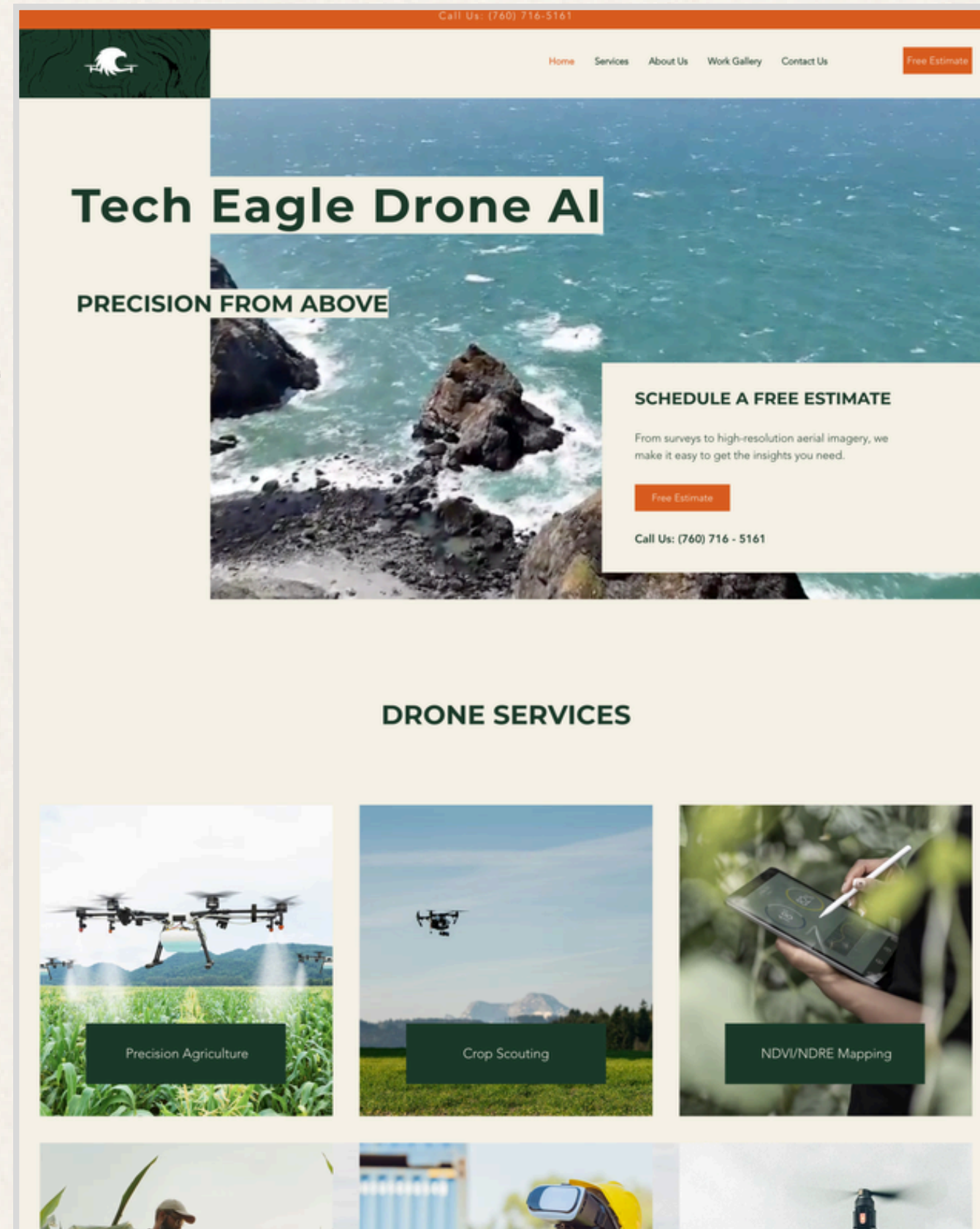
To incorporate feedback.

Launched

Delivered with hand-off.

Result

Delivered a professional website to establish credibility with prospects, promote immediate business goals, and provide a scalable foundation for growth.



01
↖
Animated hero video using client content, with an immediate Call-To-Action (CTA).

02
↖
Blended use of open-source and paid imagery to keep costs low and maximize ROI of the client's paid WIX account.

03
↖
Muted natural earth tones for an agriculture-forward positioning.

Alphas & Deltas

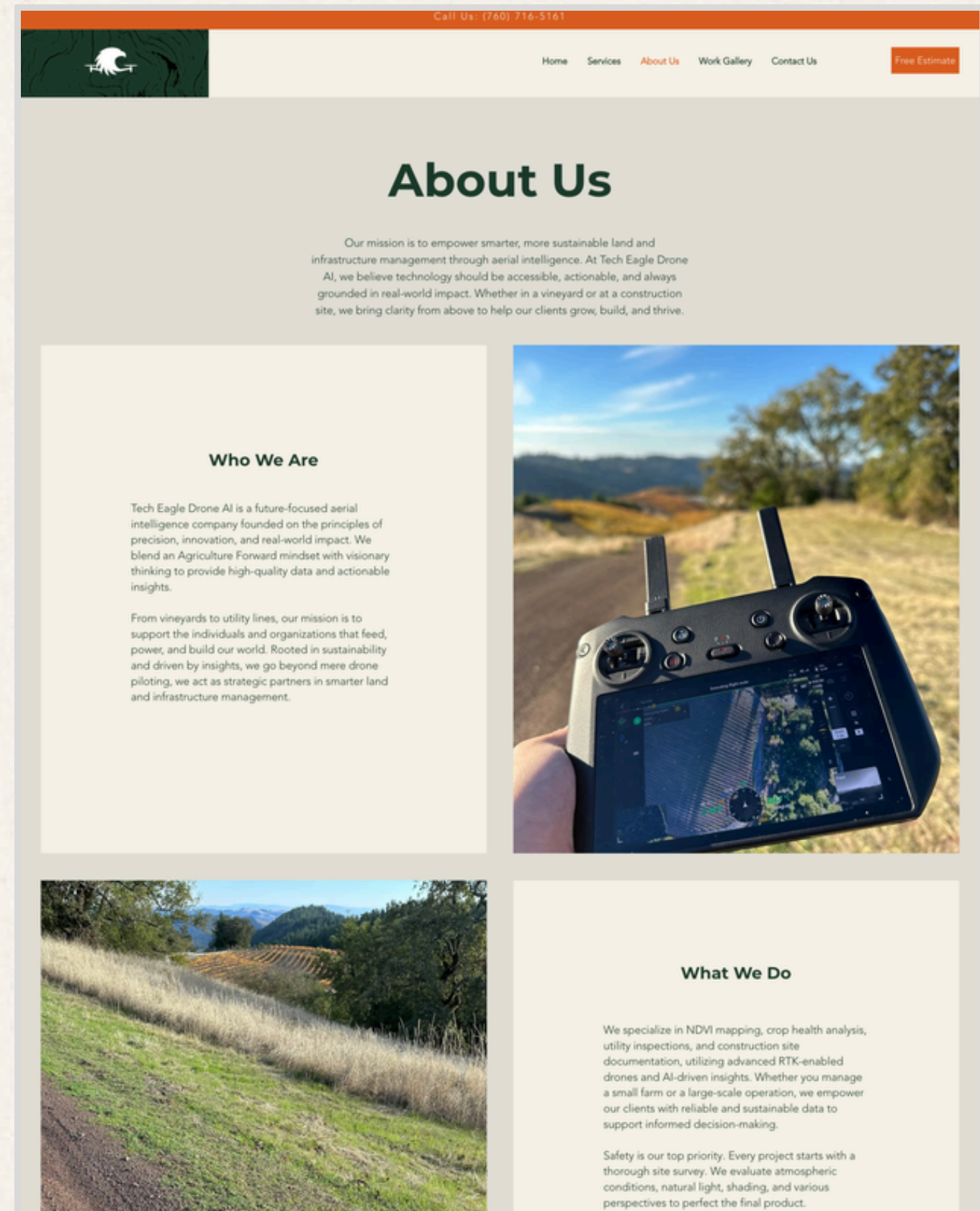
Action (Alpha):

Designed and built a scalable website that helps Tech Eagle Drone AI establish credibility and promote services.

Result (Delta):

Successfully launched the company's digital presence, providing a live, easy-to-administer website ready to support lead generation.

Provided Mr. Navarette guidance and recommendations for administering, maintaining, and scaling his new website.



Thank you

Visit:

eagledroneai.com

CLIENT CONTACT

JEFFREY NAVARETTE
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Owner & Operator

SPECIAL THANKS

University of San Diego Contact

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