

Carter, Inc. – How will the new website work?

Purpose: What's the website supposed to do?

Carter sales happen through one-on-one networking relationships. The website's primary purpose is to nurture those relationships by providing

- a **central message** to back up what salespeople are saying and show they are legit (core content)
- a **library of content** salespeople can share links to throughout the nurturing process (articles, ebooks, infographics, checklists, etc)

A secondary goal is to **attract search traffic, especially from the healthcare industry.**

Leads can convert in two ways on the core website:

1. They can **submit an RFP** by uploading a file and adding a message. (If file-upload functionality is difficult or insecure, we can make this a contact form instead and follow up to receive the RFP by email.) This will be rare but it may generate some easy leads.
2. They can fill out a **contact form** to request a conversation with the principal, Steve Carter ("hard conversion"). This will be most common.

Leads can convert in two DIFFERENT ways on the blog:

They can download a number of **white-papers, ebooks, checklists** and other PDF documents in exchange for their name email. To start, these download landing pages will not be available from the core site but will be shared by salespeople on an individual basis. We might add calls-to-action to the core site later on, after we develop more content.

Download landing pages do not need to add the recipient to an email list or take any automated action other than notifying the client who downloaded what. We should do this by email to start; we could integrate with a CRM or other platform later if needed.

3. They can **share the article or download page with a colleague.** We need people to make referrals for us within their own company, so asking them to share is important.

Vision: How will the website do it?

Visitors may enter the site through the **main home page** or from one of **5 different sector landing pages**. We will trust salespeople to share the right entry page when they network, and we will design our landing pages so that Google sends the right traffic to the right home page.

- Example 1 – vendor we are asking for a referral to a client:



- Example 2 – hospital manager who Googled “healthcare transition management”:



- Example 3 – government project manager who Googled “government move management”:



Most people will stay for a short time on the website, but our salespeople will keep sending them back there time after time:

- Example 4 – manager we are asking to introduce us to an executive:



The website must...

- **Have an easy-to-use blog that plays well with video, audio, copy and imagery.** We're going to create content in many different formats, some of which we haven't decided yet. For now the blog needs to be flexible.

I'd love to be able to search the blog with an index similar to the Drury project portfolio.

- Category:
 - Corporate
 - Government
 - Health
 - Education
 - Industrial
- Subject:
 - Move management / Assets / Relocation
 - Transition management / Employees
 - Cultural Renewal / Organizational Strategy / Employee Engagement

Obviously I'm still working out the language, but you get the idea.

- **Have 1 or more "download landing page" templates that we can easily design into** as we develop new content.
 - Brief description of the download
 - First, Last, Email, [Download button]
 - Detailed description of the download

I would love it if these landing pages could function as **part of the blog**. After all, it's all the same library! If someone searches for articles on "education" and "transition management" I want them to find both blog articles AND downloads. The only difference is that one can be viewed live on the web, and the other is behind a wall with a form for you to submit your email first.

If this is difficult, we could consider **making all the content free, no forms required**. I'm not sure we need to request an email from someone every time we send them an ebook to download. But I'd like to have the option!

Main navigation menu & wireframe

- Home
 - Services
 - Move management
 - Transition management
 - Cultural renewal
 - Clients
 - Corporate
 - Government
 - Healthcare
 - Higher education
 - Industrial
 - About – *includes both “about Carter Inc” and “about Steve Carter”, with a contact form on the latter to set up a meeting with Steve.*
 - Articles – *links to a blog index where visitors can search for different articles/downloads*
 - Contact

In addition to the **11 core pages** and the **blog index** above, we’ll also need a **landing page template** and a few **blog templates** for different formats of content.

The homepage experience

The homepage needs to guide visitors visually through content in this order:

1. WHY? Explain the problem and Carter’s differentiating philosophy (“moving is a transformative experience – you want a good transformation not a bad one.”)
2. WHAT? Visually portray the three services, with links to their service pages.
3. NEXT STEPS. Calls to action.
4. OPTIONAL: SECTORS. We could show the 5 sectors visually as well, but that might be a bit overwhelming for one home page. I think this is optional.
5. OPTIONAL: DOWNLOAD THIS. In future we could add a download link to an ebook landing page like on the Hanke and Drury sites. This also is optional, and we certainly don’t need it to launch.

It’s also important that people can tell, at first glance, that our services are about **relocation** and that they are for **organizations, not individuals**.

Things should “feel” optimistic, in keeping with the Carter personality. This isn’t about selling against fear; it’s about turning that fear into opportunity and excitement.

Preliminary Homepage copy

I don't have my heart set on this, but if you need inspiration for design and visuals it should serve you a lot better than lorem!

Don't survive your move. Thrive in it. [lead image]

Relocation is transformation. Whether you're reimagining your company or just opening a new location, one thing is clear: your organization won't be the same after a move. Your assets will change. Your employees will change. And your culture will change.

Without the right expertise, that's a threat. With Carter, it's an opportunity.

Move your assets.

Transition your people.

Renew your culture.

Since 1990, Steve Carter and his team have provided move management, transition management and strategic cultural renewal to organizations across the United States. Every client is different, but the goal is always the same: A better organization.

You decided to move because you had a particular outcome in mind for your company's performance or productivity. It's Carter's job to make sure you actually get it.

[submit an RFP]

[meet Steve Carter]

Corporate

Government

Healthcare

Higher education

Industrial

CarterInc.com – site copy

Benjie Hughes

[Home Page](#)

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[\[contact Carter\]](#) [\[about the principal\]](#)

[\[Corporate\]](#) [\[Government\]](#) [\[Healthcare\]](#) [\[Higher Education\]](#) [\[Industrial\]](#)

[Services Page](#)

Don't waste your move.

A move is never just a move. Whether you're looking to recapture the fired-up culture of your company's startup days or simply consolidating resources for a more efficient central office, your leadership has a purpose for this relocation. Productivity should increase. Performance should improve. Your move is an investment in your future.

Will you see a return? Or will this move do more harm than good?

Most corporate moving experiences are so negative that your expectations are probably too low. But moving can be the best thing that ever happened to your organization. Here's how Carter is helping companies transform themselves for the better.

[Move your assets.](#)

Move management is about relocating your assets. Close for business at Location A at the end of one workday, and re-open at Location B at the start of the next. Stay productive, stay profitable - *and feel relaxed throughout the move.* Yes, it's possible. [Here's how.](#)

[Transition your people.](#)

Transition management is about how your employees think and feel about your relocation over time. Human beings process transitions in a predictable way. Your move can leave them disconnected – or *more productive and engaged than ever.* [Here's why.](#)

[Renew your culture.](#)

Cultural renewal is the ultimate chance for transformation in your company. It takes planning and intent at the highest levels of leadership. With Carter as a strategic partner, *your move can breathe fresh life into your business.* Will you have the courage to seize this opportunity?

[Services/Move management](#)

Move management

Move your assets.

Lose the downtime.

Keep your customers.

The weekend of your company's move, you belong one place: At home. That's the radical premise behind Carter's move management services. With the right planning and the right expertise, you can actually rest easy during relocation.

Move management is about the physical relocation of your operations and the assets that make them possible. Most organizations take about 60 hours to make the move from functioning in an old space to functioning in a new one. They close on Friday and re-open on Monday – either to a good result, or to a painful one.

It's the way you prepare for those 60 hours that makes all the difference. Here's how Carter manages your move.

A single, integrated plan

Our first step is to assemble every detail, from your construction schedule to your IT needs, into a single plan. We'll build a list of assets, we'll assemble floor plans and we'll write a master schedule for your relocation. We'll meet with the key managers on your team and ask the questions they won't think to ask – because relocation expertise is not their job. It's Carter's.

A well-managed migration team

Which decision makers must be at the table for your move to be successful? Your migration team will typically include a leader from your facilities, IT, marketing and HR departments. We'll meet regularly with them to set the agenda and determine task lists as you prepare for the move. We'll help them foresee problems only an experienced move manager could see – and then solve those problems before they happen.

[Contact Carter]

[10 dangers of relocation]

[Services/Transition Management](#)

Transition management

Care for your employees through the change of relocation.

Your greatest asset isn't on the moving truck. That's the philosophy behind Carter's transition management services. There's no more essential measure of success for your move than the way it effects employee engagement.

Transition management is about helping your employees process and adjust to relocation. Most companies have a handful of employees in transition all the time – somebody's always new, and someone else is always changing jobs. But your move means thousands of employees in transition at once. It's a seismic event for your corporate culture.

That can be a threat – or a tremendous opportunity. Here's how Carter's experts help you honor your employees every step of the way.

Messaging and strategy

The first step is conceptual. We'll work with your communications leadership to decide what your employees need to know – and the best possible ways to tell them. Transition management is about more than the logistics of “when and where.” It's about restating your company's vision and strengthening trust in leadership.

Ground-level execution

When the goal is taking genuine care of people, mass messaging is just a start. Carter's team will help execute communications down to the grassroots level, so that facts are reinforced for dozens of individuals at a time, not only blasted to thousands. Execution to the small-group level helps your employees to feel cared for – and to care for one another – in a genuine, individual way. And that can lead to remarkable cultural change over time.

[contact Carter] [5 ways a move affects employee engagement]

[Services/Strategic Renewal](#)

Strategic renewal

Your company won't be the same after the move. So make it better.

Relocation is transformation. That's true on every level – from the way your move affects operational efficiencies to the changes it brings to individual team members and their families. But if you want to reap the greatest benefit from your relocation, you'll want to examine what your move means for your entire organizational culture.

Strategic renewal is about changing what people believe about your company. It's about growing **trust in your organizational leadership**, and deepening the sense that there's a **meaningful vision** behind what you do. There's no better time to make this change than during the disruption of a move.

From the time you first announce your move to the time your teams are settled in their new location, you're going to have the **attention of your employees and stakeholders** like never before. Here's how Carter helps you make the most of it.

Dream bigger.

Steve Carter is an expert in leadership development and an experienced strategic conversation partner. Together, you'll work to define what it looks like for your company to embody what Steve calls "the virtuous organization." It's not enough for your company to have values – it must actually embody them in a way that's consistent with your business strategy.

Leverage your relocation.

If your vision is truly transformative, then you may never have a better opportunity to put it to work than during your company's move. Carter's team works with you to communicate vision at every level of management – and down to the most personal interactions.

[contact Carter]

[about Steve Carter]

[Clients page](#)

There's no such thing as a typical move.

Relocation expertise in your field

From sensitive and specialized equipment to unique employee needs, we know all the reasons your move won't be ordinary. With more than 25 years of relocation consulting experience, chances are, we've experienced them before.

To Carter clients, we're more than relocation consultants. **We're the reason they sleep well at night.**

Corporate

Manage assets, engage employees and keep customers – while enjoying a moving experience that lets you sleep soundly at night. [learn how]

Government

Save money, maintain efficiency and create a better moving experience for employees and clients alike – all by trusting your relocation to the experts. [learn how]

Healthcare

Transition employees, move sensitive equipment and meet strict government facility and privacy requirements – all without losing a moment of quality patient care. [learn how]

Higher education

Meet privacy requirements, move unique equipment and provide a transition experience that leaves faculty and staff feeling informed and cared for – without rearranging your academic year. [learn how]

Industrial

Avoid downtime, track every asset and make employee transitions seamless – all while strengthening policies and procedures that will make you better long after the move is done. [learn how]

Services/Corporate

You're moving offices for a reason.

A corporate move is a chance at a better company.

You knew that when you planned it – there are efficiencies and benefits you'll reap in relocation that just weren't available in the old office. This isn't just about a better location; it's about a better organization.

And if the actual move is miserable, that doesn't make you better.

That's why Carter move consultants focus on all the pieces: Your assets and your operations. Your employees and your culture. The bottom-line results of your move – and the experience you'll have getting there.

If you're ready for a move that transforms you instead of consuming you, you're ready for Carter.

Move your assets.

Transition your people.

Renew your culture.

What does Carter do for corporate?

Since 1990, Steve Carter and his team have provided move management, transition management and strategic cultural renewal to companies across the United States. Every client is different, but the goal is always the same: A better organization.

During your corporate relocation, Carter experts can help you:

- Develop a single, integrated plan for every aspect of your move
- Develop a schedule for the move and for its preparation
- Develop a communications plan and strategy so clients and vendors stay informed and feel cared for

- Nurture employees throughout the process so that they emerge more engaged than ever
- Develop a communications plan and strategy so clients and employees stay informed, even across multiple departments or agencies
- Vet and select movers for your sensitive files and equipment
- Track, organize and manage assets
- Anticipate problems, from lost files to confused clients – and avoid them
- Anticipate specific move-day decisions and make them ahead of time to minimize stress
- Go home and put the phone away on moving day, knowing you're in expert hands

To find out if Carter can help with your office relocation, [send us a message now](#).

[contact Carter]

[about the principal]

</services/government-relocation>

Public organization. Painless relocation.

When a government office relocates, government services don't stop. Your challenge is to manage assets, minimize down time and maximize efficiency – all while ensuring the relocation itself is as painless and productive as possible.

That means expertise, and that's where Carter comes in.

The Carter approach goes beyond the tactical. We know that a well-orchestrated move will save money and get a better result. But we also believe it can make you a better organization.

If you're ready for a move that's empowering instead of overwhelming, you're ready for Carter.

Move your assets.

Transition your people.

Renew your culture.

What does Carter do for government?

Since 1990, Steve Carter and his team have provided move management, transition management and strategic cultural renewal to government organizations across the United States. Every client is different, but the goal is always the same: A better organization.

During your government relocation, Carter experts can help you:

- Develop a single, integrated plan for every aspect of your move
- Develop a schedule for the move and for its preparation
- Manage liability and meet legal requirements, including privacy regulations
- Coordinate among multiple agencies and decision-makers
- Develop a communications plan and strategy so clients and employees stay informed, even across multiple departments or agencies
- Vet and select movers for your sensitive files and equipment
- Track, organize and manage assets
- Anticipate problems, from lost files to confused clients – and avoid them
- Anticipate specific move-day decisions and make them ahead of time to minimize stress
- Go home and put the phone away on moving day, knowing you're in expert hands

To find out if Carter can help with your government office relocation, [send us a message now](#).

[contact Carter]

[about the principal]

Services/Healthcare Transition Management

Moving the hospital doesn't have to make you ill.

Healthcare can't take time off for relocation. If you're moving a patient care facility, you know this all too well: You've got to be ready to deliver great care on day one. No mistakes, no unavailable equipment, and no lags in the quality of your care. In some cases, an unsuccessful transition actually *is* a matter of life and death.

How's that for pressure? But it doesn't have to be that way. Carter leverages our team's expertise to give your healthcare organization the smooth transition it requires. We might even give you a peace of mind you didn't think was possible.

But our goal isn't just to bring your organization through its move without negative incidents – it's actually to make you better. If you're ready for a move that boosts your organizational health, you're ready for Carter.

Move your assets.

Transition your people.

Renew your culture.

How does Carter help with healthcare transitions?

Since 1990, Steve Carter and his team have provided move management, transition management and strategic cultural renewal to healthcare organizations across the United States. We've successfully relocated everything from sensitive patient records to fragile frozen embryos. Every client is different, but the goal is always the same: A better organization.

During your healthcare move or hospital transition, Carter experts can help you:

- Develop a single, integrated plan for every aspect of your move
- Develop a schedule for the move and for its preparation
- Plan to ensure minimum – even zero – downtime during the move
- Plan and coordinate patient migration
- Manage liability and meet legal requirements, including privacy regulations
- Comply with government regulations and prepare for inspections
- Manage and implement development of new database software and patient readiness services
- Apply for and manage permits to relocate key equipment
- Vet and select movers for your sensitive files and equipment

- Track every piece of property so you can locate it at a moment's notice, even during the move
- Develop a communications plan and strategy so patients and employees stay informed and feel cared for
- Anticipate problems, from lost files to confused patients – and avoid them
- Sleep soundly, knowing you're in expert hands

To find out if Carter can help transition your healthcare organization, [send us a message now.](#)

[contact Carter]

[about the principal]

[/Services/Higher Education](#)

It's not just a new building. It's a better institute of learning.

Moving an institute of higher education is incredibly complex. Whether you're opening a new building or relocating an entire campus, you'll have sensitive records to handle and privacy regulations to meet. You may have government procurement standards to follow as well, and it's possible you've got unusual or unique equipment to relocate. And it's all got to happen on a schedule that fits with and around the rhythms of your academic year.

After the move, your school won't be the same. It could be stronger.

That's the goal at Carter, where move management means more than getting desks from A to B. If you're ready for a move that transforms your institute of higher education, you're ready for Carter.

Move your assets.

Transition your people.

Renew your culture.

Since 1990, Steve Carter and his team have provided move management, transition management and strategic cultural renewal to institutes of higher education across the United States. We've successfully relocated everything from sensitive student records to custom-built laboratory equipment. Every client is different, but the goal is always the same: A better place to work and learn.

During your higher education relocation, Carter experts can help you:

- Develop a single, integrated plan for every aspect of your move
- Develop a schedule for the move and move preparation that fits with your academic calendar
- Create a system for moving and handling sensitive data to conform to legal regulations
- Meet government requirements and procurement standards
- Vet and select movers for your sensitive files and equipment
- Apply for and manage permits to relocate key equipment
- Develop a communications plan and strategy so students and employees stay informed and feel cared for
- Sleep soundly, knowing you're in expert hands

To find out if Carter can help your educational community in its transition, [send us a message now](#).

[\[contact Carter\]](#)

[\[about the principal\]](#)

Don't work as well after your move. Work better.

Relocating your plant or warehouse is a chance to transform it. The threats are real: You could lose production time or experience setbacks in efficiency. Your responsiveness to customers could suffer. You could lose or damage crucial equipment as you move from one location to another.

But you don't have to live with these threats. And eliminating them means more than surviving your move: It means building a stronger, more effective operation.

Carter's consultants have been planning and managing industrial relocations for more than 25 years. If you're ready for transformation, you're ready for Carter.

Move your assets.

Transition your people.

Renew your culture.

How does Carter help with industrial moves?

Since 1990, Steve Carter and his team have provided move management, transition management and strategic cultural renewal to plants, warehouses and industrial organizations across the United States. Every client is different, but the goal is always the same: A better organization.

During your industrial relocation, Carter experts can help you:

- Ensure minimum – even zero – downtime during the move
- Track every piece of your and your customers' property so you can locate it at a moment's notice
- Apply for and manage permits to relocate industrial equipment
- Vet and select movers with the expertise to move sensitive and valuable equipment
- Manage liability and exposure to risk during the move
- Write or improve policies and procedures that not only ensure a smooth transition, but strengthen your company for years to come
- Sleep soundly, knowing you're in expert hands

To find out if Carter can help with your plant or warehouse relocation, [send us a message now](#).

[contact Carter]

[about the principal]

[About page](#)

It's not your job to move. It's Carter's.

How will you feel on the first day after your move? At Carter, that's the question that drives everything we do. We approach the relocation of every enterprise as first and foremost a transition of employees and of critical business. Transitions involve more than just physical relocation – they're more complex, and more human. If you relocate from A to B but lose the hearts of your employees or your clients along the way, you won't reap the value from your move that made you choose it in the first place.

That means a successful move requires more than just a great experience on the day you physically relocate. But it cannot possibly be done with less.

For Carter, managing your physical relocation is just the start. Your organization is both policies and people. Assets are essential – but so are hearts and minds. We see all these aspects as interconnected, from your most comprehensive cultural communication strategy to the feelings of an individual executive assistant who needs her favorite office tool first thing on Monday morning in the new location. Every part of your company touches every other part.

When you move, all of those parts change and transition. That makes your move one of the greatest opportunities for organizational change you may ever experience. You're about to be transformed, and it's our honor to advise you on the way.

Carter has offices in Chicago, Dallas and Minneapolis. Our consultants and project managers serve clients all over the continental United States.

About Steve Carter

Steve Carter partners with organizational leaders of all sorts to help them realize the greatest possible value from relocation. He started in move management in 1989 before founding his own company – known then as “the Carter Group” – in 1990.

Carter initially focused on the tactical aspects of relocation, managing assets and ensuring productivity during a move. But as Steve's expertise grew, he became convinced that providing logistics without touching on the human element was like treating symptoms without

addressing causes. The philosophy of Carter, Inc. is that the “human element” is an inseparable part of your organization’s move.

“Our job is to help people be a better version of themselves,” Steve says, “which is really a way of loving them.”

Steve holds an MBA from Syracuse University and is currently completing his PhD dissertation on the subject of values-driven leadership at Benedictine University.