

# BODONI.IT

We help you shape and share your identity, with creativity, consistency, and impactful results.

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## **TRENCH MISSION WEB STRATEGY**

subdomain:

[www.consulting.trench-group.com](http://www.consulting.trench-group.com)

# — URL STRATEGY EXPLAINED

## **A clear path to consulting.**

The subdomain consulting.trench-group.com has been strategically chosen to ensure clarity and consistency across the Trench Group's digital ecosystem.

While the division operates under the brand name Trench-Mission Consultants, the use of "consulting" in the URL reinforces its core identity and service offering — strategic advisory in the power transmission sector.

## **Reinforcing identity through URL.**

This choice strengthens the connection between the group's expertise and its consulting capabilities, making it immediately clear to external users what the subdomain delivers.

## **Bringing Trench-Mission online with clarity.**

Opting for a functional and intuitive web address not only improves usability and SEO, but also aligns the division's digital presence with the broader brand architecture of Trench Group.

# WHY BENTO BOX? OUR WEB DESIGN CHOICE

The Bento Box approach in web design is based on a modular and visually balanced layout, inspired by traditional Japanese bento boxes. Below are the key advantages of using this method in our website project:

## 1. Clear and Balanced Design

- Each section has its own well-defined space, enhancing readability and user experience.
- Content is logically organized without visually overwhelming the user.

## 2. Improved UX and Intuitive Navigation

- Modular blocks help users find information quickly.
- Encourages a clear visual hierarchy with well-distributed sections.

## 3. High Responsiveness and Adaptability

- Modular layouts adapt perfectly to different devices (desktop, tablet, mobile).
- Ensures an optimized experience even on smaller screens.

## 4. Easy to Update and Scale

- Each module can be updated or modified without affecting the entire site.
- As the company grows, new sections can be added without compromising the design.

## 5. Optimized Performance

- Lighter, faster structure avoids long, heavy pages.
- A faster site improves SEO and reduces bounce rates.

## 6. More Creativity and Visual Engagement

- Allows a blend of text, images, video, and interactivity without confusion.
- Ideal for modern sites looking to combine diverse content in an engaging way.

## 7. Visual Consistency and Brand Alignment

- Facilitates the creation of a consistent and recognizable design.
- Can be tailored to reflect the brand's visual identity.

# BENTO BOX & CTA BENEFITS

The Bento Box layout also brings strategic advantages to the positioning and performance of Calls to Action (CTAs):

## 1. Greater CTA Visibility

- CTAs are placed in distinct blocks, making them stand out.
- The modular layout visually emphasizes CTAs without cluttering the page.

## 2. Strategic Placement

- Each block can contain a targeted CTA based on its specific content.
- Multiple CTAs can be used across sections without being intrusive.

## 3. Personalized CTAs for Each Section

- Blocks can feature tailored CTAs (e.g., “Download Now” for a product, “Learn More” in an info section).

## 4. Clearer User Flow

- CTAs are seen as part of the content, not disruptive elements.
- Users immediately know where to click and what to expect.

## 5. Higher Engagement and Conversion Rates

- An attractive and well-organized layout encourages user interaction.
- CTAs feel more natural and persuasive, improving conversion.

## 6. Mobile Optimization

- CTA blocks are easier to tap on mobile devices.
- The responsive design ensures CTAs remain clearly visible and easy to use.



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