Announcing the New Look for Sierra Pacific Web Sites!

Sierra Pacific is excited to announce the enhancement of our Retail and Wholesale pre-login web pages. Both sites have been updated with new photos, videos, text and streamlined information, giving a bold new look! More targeted and pertinent information to aid in the recruitment of new retail branches and brokers has also been added by providing information geared towards bringing on new business. Of course, we have kept the easy login for current customers.

Overview:

1. Modifications to the Retail and Wholesale pre-login web pages
2. Integration of the current stand-alone Retail web page to be re-directed to the corporate site
3. Addition of Search Engine Optimization keywords

Modifications to the pre-login pages:

1. Updated header and menu bar – Same look and feel with new streamlined tab Information
2. *Home Landing Page:* New bolder look with added video, attention-grabbing pain points, photos, and branch and wholesale-specific information.
3. *Company Information:* Relevant company information is now paired with the company map.
4. *Become a Partner:* Added video, Retail or Wholesale specific information and tabs to group relevant information such as:
   - *Partnership Benefits*: Bullet-points the benefits
   - *Testimonials*: Provides actual branch and broker testimonials of why they love Sierra Pacific
   - *FAQs*: Answers to the most pertinent questions available at a glance.
5. Added a *Contact Us* web page
6. Added a new method to contact us; a fill-in box. Whether Retail or Wholesale, the information is routed to the correct contact. Additional tab detail has been added, including *Job Opportunities*.
7. Removed *Partnership Benefits* web page (this information was added to *Become a Partner* page)

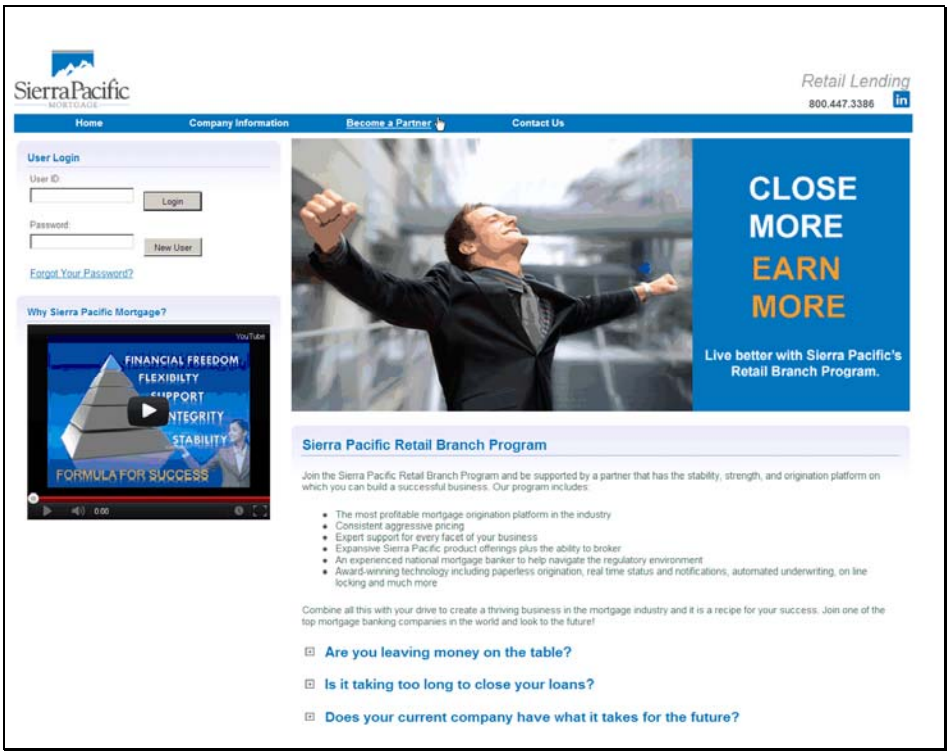
Integrated Current Stand-alone Retail Web Page: http://www.spmretail.com

1. Integrated the information from the current stand-alone site into the updated Retail web pages and re-directed the stand-alone Retail web page to route to the updated site.

Search Engine Optimization:

1. Added keywords to improve visibility of web site in search engines "natural" or “un-paid” results.

See the next page for a sneak peek at the new look! > > >

Wholesale Homepage (Pre-login)

Retail Homepage (Pre-login)