



PREPARED 28 SEPTEMBER 2026

IONOS Website Launch Refinement

Final refinement—not redesign—of a five-page IONOS MyWebsite Now Plus site for Ingenieurbüro Christoph Schulz, a Nuremberg automotive appraisal business. Scope includes mobile UX/conversion, local SEO, technical QA, domain migration, and testing forms, WhatsApp, and Microsoft Bookings; launch target is 1 November 2026. Budget is €100–€500 (converted and committed as \$113.98–\$569.90); remaining required input is talent search preferences.

Kfz-Gutachterbüro In Nürnberg · n2064001.websitebuilder.online · Prepared for Christoph Schulz

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About the client

Ingenieurbüro Christoph Schulz is an independent automotive appraisal and engineering practice serving Nuremberg, Fürth, Erlangen and the surrounding metropolitan region. The practice combines more than 20 years of automotive experience with expertise in electrification, ADAS and connected vehicle systems, alongside accident reports, vehicle valuations, vehicle checks, functional-safety consulting and training.



Ingenieurbüro Christoph Schulz homepage hero



Ingenieurbüro Christoph Schulz logo

02 / 04

Project overview

We need a web designer and SEO expert to finalize—not redesign—an unreleased five-page website in IONOS MyWebsite Now Plus for people seeking vehicle appraisal services after an accident. The work should make the offer and contact path immediately clear, especially on mobile, while preserving the existing positioning.



Collision-damaged vehicle for assessment

03 / 04

Delivery and launch

HEADS UP

Target launch: 1 November 2026. Obtain approval before making structural, legal, tracking, or URL changes.

- Complete domain migration and launch-readiness checks.
- Test forms, WhatsApp contact, and Microsoft Bookings.
- Provide a concise change log of completed work.
- Use the existing text, images, and logo assets; the text reflects the client's concept.
- Flag outstanding client items: final phone number, AGB, domain connection, and Microsoft Bookings contact-field verification.

DELIVERY WINDOW Within 34 days	BUDGET \$113-\$569
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04 / 04 Refinement priorities

DESIGN AND CONVERSION

- Review spacing, typography, image crops, element heights, buttons, visual hierarchy, and consistency.
- Make the vehicle appraisal offer and contact path immediately clear for accident victims.
- Check whether calls to action are appropriate and easy to reach on mobile.

LOCAL SEO AND TECHNICAL CHECKS

- Prioritize local search visibility for “Kfz Gutachter Nürnberg” and “Kfz Sachverständiger Nürnberg,” plus relevant related terms.
- Review heading structure (H1–H3), page titles, meta descriptions, URL structure, internal links, local signals, and structured data where technically possible.
- Check image sizes and alt text, indexability, canonicals, sitemap and robots settings, 404 pages, redirects, and performance/Core Web Vitals where controllable.

HEADS UP

Prioritize real smartphone use, especially the hero area, navigation, contact buttons, forms, and Microsoft Bookings.

HEADS UP

Please be direct if the current website falls short of modern design standards. Flag weak choices clearly and explain what should change, rather than preserving them for the sake of politeness.

Attachments

**research-img-c3d411a132eb48a59698b82a7923b61f.jpg**

Image · 109 KB

**research-img-4ca3be68619b4013b01dee7abf5d0b96.png**

Image · 39 KB

**research-img-911bd5a3457b472fb73cfecf4b056e6e.png**

Image · 296 KB

**research-img-c9d4bcc0d7a240ddba5298a53726a4eb.png**

Image · 58 KB

**Website_Handover_Final_Refinement_Ingenieurbuero_Christoph_Schulz_EN.pdf**

PDF · 375 KB

References

The client's website

Pages from the client's own site — brand and voice.

Two-practice offer: claims reports and automotive engineering

discovery

n2064001.websitebuilder.online

Market & competitors

Industry and competitor pages from our research.

New independent-office launch is a current business milestone

trend

de.linkedin.com

Electrified and driver-assistance vehicles raise report complexity

insight

azt-automotive.com

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