CROWN PAVILIONS · NAVIGATION DRAWING BOARD

Overview: every page and the main links

Entry points → homepage & global header → the 7 menu sections → conversion endpoints → Capsule CRM → first touch

Google search & ads
brand · product · local

Show leads
Newbury · Southampton Boat Show · New Forest

Direct
printed brochure · word of mouth

Instagram

product & local searches

Homepage /

Global header & top menu (every page)

★ **Brochure & visits** | Phone 01491 612820 | Find a show site (postcode) | EN · FR

Gazebos & Pavilions · Summer Houses · Garden Rooms · Bespoke · Inspiration · Your Project · Visit Us

1 · MENU — Gazebos & Pavilions
/gazebos/

- Classic range
  open
- Glazed range NEW · TBC
- Insulated range NEW · TBC
- Compare gazebo ranges
- 14 model pages
  e.g. /gazebos/windsor/
- Uses · Smokeless BBQ · Shelters

2 · MENU — Summer Houses
/summer-houses/

- Model pages
  Kensington · Weybridge · St. Tropez
- Compare summer houses

3 · MENU — Garden Rooms
/garden-rooms/

- 5 collection pages
- Use pages
- 3D configurator
- Compare garden rooms

4 · MENU — Bespoke
/bespoke/

- Garden buildings
- Garden rooms
- Outdoor kitchens & hot tub pavilions
- Commercial & hospitality

5 · MENU — Inspiration
/inspiration/

- Installs gallery
  filterable
- Customer stories
- Video walk-rounds
- Journal

6 · MENU — Your Project
/your-project/

- How it works
- Will it fit?
- Find your building
  4 questions
- Planning · Foundations & electrics
- Prices · Finance · FAQs · Care
- About Crown

7 · MENU — Visit Us
/visit/

- Show-site finder
  postcode
- 6 show-site pages
- Shows & events
  dates TBC
- Video showcase
  100+ miles away

- ◆ **Brochure & visits form**
  brochure + optional visit
- ◆ **Show-site visit booking**
  same form, visit pre-ticked
- ◆ **Design consultation request**
- ◆ **Will it fit? request**
  scaled garden drawing
- ◆ **Phone call**
  01491 612820 · header on every page

Thank-you page
/brochure-and-visits/thank-you/

logged by the team (TBC)

Capsule CRM
Person + Opportunity

Captured on every enquiry
source (web page · UTM · show · phone)
model of interest · postcode
nearest site · visit request · brochure format

First touch
task for a named consultant

Brochure sent · visit confirmed · drawing prepared
helpful follow-up, no chasing

CROWN PAVILIONS · NAVIGATION DRAWING BOARD

Key

How to read the drawing board

Arrival / entry point	Where people arrive from: search, ads, shows, Instagram, other pages
Page	A page on the new site (with its URL or a note)
New range page NEW · TBC	Glazed and Insulated gazebo ranges: new, all specs and prices TBC
Page being described **1. Section**	The page in focus, with its sections listed in page order
★ Primary CTA	The primary next step on that page (gold), with a thick gold line to where it goes
→ Secondary link	Secondary links, with a thin grey line to where they go
◆ Conversion	Conversion endpoint: Brochure & visits form, show-site visit booking, Will it fit? request, design consultation, phone call
Capsule CRM	Behind the scenes: the enquiry becomes a Person + Opportunity in Capsule, then first touch
——— ▶	Primary path
——— ▶	Secondary path
- - - - - ▶	Arrival path

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Homepage /

Arrivals on the left · sections in page order · every CTA and where it goes (gold = primary next step)

ARRIVES FROM

- Instagram bio link
- Logo click from any page
- Google: brand search
- Direct / printed brochure / word of mouth

Homepage
/

1. Header (every page)
utility bar · logo · 7-item menu

★ Brochure & visits (button)

→ Top menu: 7 sections
→ Phone 01491 612820
→ Find a show site (postcode)

2. Hero
The World's Finest Garden Buildings

★ Brochure & visits

→ Explore gazebos & pavilions

3. Show-site finder strip
postcode + six sites

→ Find my nearest

4. Intro: British craftsmanship
2006 · 28 countries · 10-year guarantee · 6 sites

5. Gazebos & Pavilions ranges
Classic · Glazed NEW · Insulated NEW

→ Classic
→ Glazed (New, TBC)
→ Insulated (New, TBC)
→ All 14 gazebo models

6. Summer houses
Kensington · Weybridge · St. Tropez, From £

→ Model cards
→ All summer houses

7. Garden rooms (secondary)
5 collections, From £

→ Explore garden rooms

8. Compare teaser
Classic vs Glazed vs Insulated

→ Compare gazebo ranges

9. Show sites
booking card + 6 site cards

→ Book a show-site visit
→ Site card
→ Video showcase (100+ miles)

10. Endorsement
Lord Alan Sugar quote

11. Your Project
4 steps

→ Will it fit? Request a drawing
→ Book a consultation
→ Planning guide
→ How it works

12. How will you use yours?
uses

→ Explore by use

13. Reviews
Trustpilot + reviews

→ Read all reviews

14. Made to order, in your colours
craft, accreditations

→ Our story

15. Shows & events
dates TBC

→ Event cards
→ News & journal

16. Brochure & visits form (inline)

→ Send my request

17. Real installs
gallery strip

→ View the gallery

18. Footer

→ About · Contact · Legal · FR

CONVERSIONS (forms, booking, call)

- ◆ **Phone 01491 612820**
- ◆ **Brochure & visits form**
  brochure + optional visit
- ◆ **Show-site visit booking**
  Brochure & visits form, visit pre-ticked
- ◆ **Will it fit? request**
  photo or measurements, scaled drawing
- ◆ **Design consultation request**

PAGES

- Top menu
  Gazebos · Summer Houses · Garden Rooms · Bespoke · Inspiration · Your Project · Visit Us
- Visit Us: show-site finder
- Gazebos & Pavilions hub
- Classic range
- Glazed range **NEW · TBC**
- Insulated range **NEW · TBC**
- Summer house model page
- Summer Houses hub
- Garden Rooms hub
- Compare gazebo ranges
- Show-site page
- Video showcase
- Planning guide
- How it works
- Use pages
- Reviews
- Shows & events
- Journal
- About / footer pages
- Installs gallery

CROWN PAVILIONS · NAVIGATION DRAWING BOARD

Gazebos & Pavilions hub /gazebos/

The lead section: chooses a range first, then a model · primary next step: see one at a show site

ARRIVES FROM

- Top menu / mega menu
- Homepage hero & range cards
- Google: "luxury wooden gazebo" organic & paid
- Breadcrumb from range or model page

Gazebos & Pavilions
/gazebos/

1. Hero
editorial image, one-line story

★ See it at a show site

→ Request a brochure

2. Choose your range
3 cards

→ Classic (open)
→ Glazed (New, TBC)
→ Insulated (New, TBC)

3. Compare strip
season · enclosure · insulation

→ Compare gazebo ranges

4. All 14 models
thumbnail, From £ (inclusive, from live price table)

→ Model card

5. Browse by use & size
dining · hot tub cover · lounging · BBQ · 2–4 / 6–8 / 10+

→ Use page
→ Smokeless BBQ collection

6. Shelters & carports
Tranquility · Horizon · Oceania · Sunrise

→ Shelters

7. Real installs strip
gazebos only

→ View gazebo installs

8. Your Project teaser

→ Will it fit?
→ Not sure? Find your building

9. Reviews

10. Closing CTA band

→ Brochure & visits
→ Call us

PAGES

- Classic range
- Glazed range NEW · TBC
- Insulated range NEW · TBC
- Compare gazebo ranges
- Gazebo model page e.g. Crown Windsor
- Gazebo use pages
- Smokeless BBQ
- Shelters & carports
- Installs gallery filtered: gazebos
- Find your building 4 questions

CONVERSIONS (forms, booking, call)

- ◆ **Show-site visit booking** Brochure & visits form, visit pre-ticked
- ◆ **Brochure & visits form** brochure + optional visit
- ◆ **Will it fit? request** photo or measurements, scaled drawing
- ◆ **Design consultation request**
- ◆ **Phone 01491 612820**

CROWN PAVILIONS · NAVIGATION DRAWING BOARD

Gazebo range pages /gazebos/classic/ · /glazed/ · /insulated/

One template for all three ranges · Glazed and Insulated are New, all specs and prices TBC

ARRIVES FROM

- Mega menu: Classic / Glazed / Insulated
- Gazebos hub range cards
- Homepage range cards
- Compare page: View range
- Google / launch campaign
  for the new ranges

Range page (template)
/gazebos/[range]/

1. Hero + range story
Classic: open pavilions · Glazed & Insulated: New, TBC

- **★ See it at a show site**
- → Request a brochure

2. Who it's for & season of use
Classic: from live site · Glazed/Insulated: TBC

3. Models in this range
which models sit in each range: to confirm

- → Model card

4. Compare block
same block on every range page

- → Compare all three ranges
- → Switch range

5. Options & finishes
made to order in your colours · heaters, blinds (Classic, as on live site)

6. Real installs of this range

- → View installs

7. FAQs
planning · foundations & electrics quoted separately

- → Planning guide
- → Foundations & electrics

8. Closing CTA band

- → Will it fit?
- → Speak to a designer
- → Call

PAGES

- Gazebo model page
- Compare gazebo ranges
- Other range pages
  Classic · Glazed · Insulated
- Installs gallery
  filtered by range
- Planning guide
- Foundations & electrics

CONVERSIONS (forms, booking, call)

- ◆ **Show-site visit booking**
  Brochure & visits form, visit pre-ticked
- ◆ **Brochure & visits form**
  brochure + optional visit
- ◆ **Will it fit? request**
  photo or measurements, scaled drawing
- ◆ **Design consultation request**
- ◆ **Phone 01491 612820**

CROWN PAVILIONS · NAVIGATION DRAWING BOARD

Compare gazebo ranges /gazebos/compare/

Classic vs Glazed vs Insulated · Glazed and Insulated values all TBC · no invented specs

ARRIVES FROM

- Mega menu: Compare gazebo ranges
- Homepage compare teaser
- Hub compare strip
- Range & model pages: compare block

Compare gazebo ranges
/gazebos/compare/

1. Intro
open for summer · glazed for shelter · insulated for more of the year (wording TBC)

2. Comparison table
use & season · enclosure · insulation · glazing · heating & electrics · typical uses · price positioning

- → View Classic
- → View Glazed (New, TBC)
- → View Insulated (New, TBC)

3. Still not sure?

- → Find your building (4 questions)
- → Speak to a designer

4. See them side by side
which sites show which range: TBC

- ★ **Book a show-site visit**

5. Closing CTA band

- → Request a brochure
- → Call

PAGES

- Classic range
- Glazed range **NEW · TBC**
- Insulated range **NEW · TBC**
- Find your building

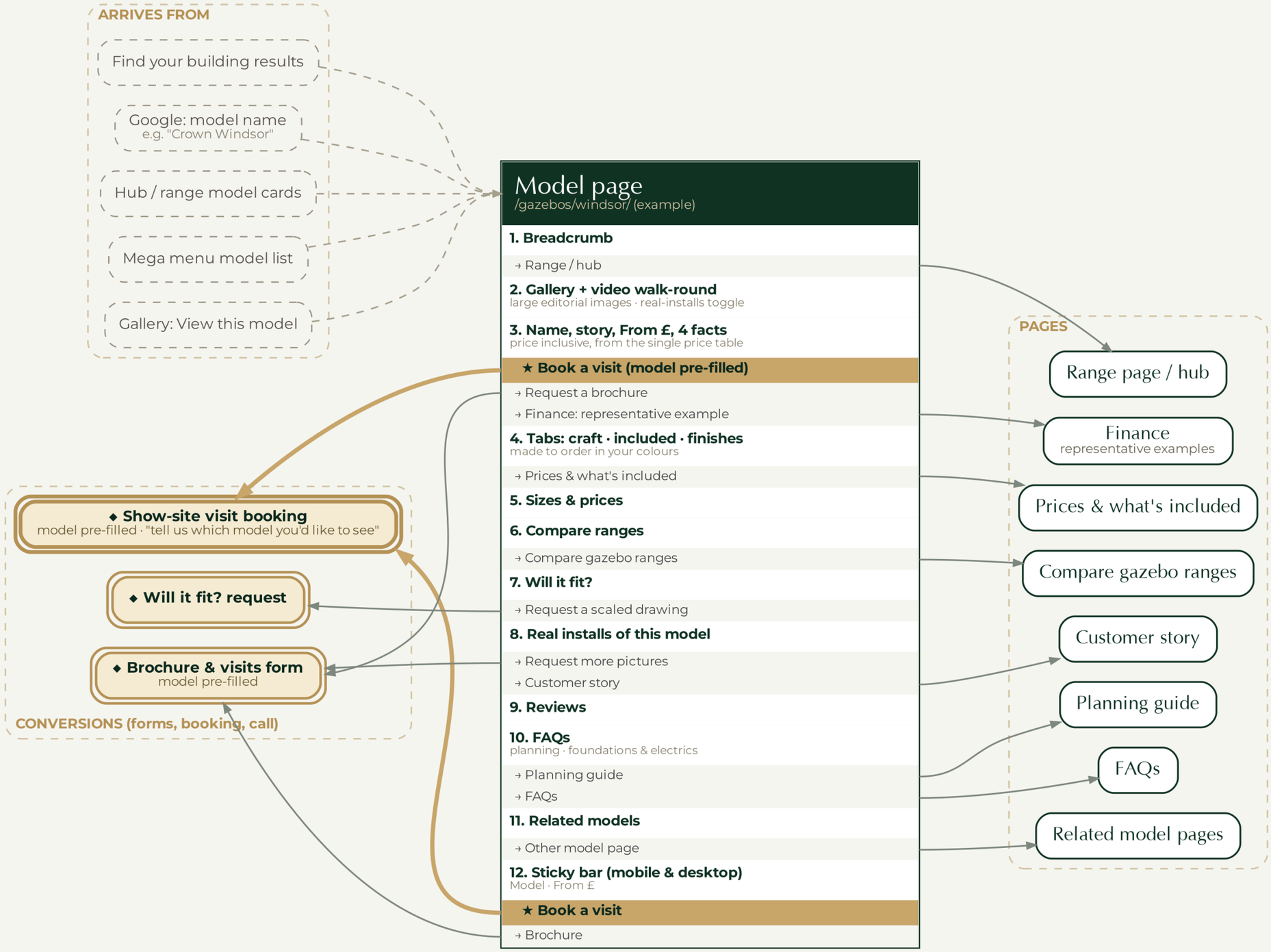
CONVERSIONS (forms, booking, call)

- ◆ **Design consultation request**
- ◆ **Show-site visit booking**
  form, visit pre-ticked
- ◆ **Brochure & visits form**
- ◆ **Phone 01491 612820**

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Model page /gazebos/[model]/ (same template for summer houses & garden rooms)

Primary next step: book a visit, pre-filled with this model · sticky bar on mobile



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Summer Houses /summer-houses/

Second lead section · model pages use the model-page template

ARRIVES FROM

- Homepage summer-house cards
- Google: "luxury summer house"
- Top menu / mega menu

Summer Houses
/summer-houses/

1. Hero

★ See one at a show site

→ Request a brochure

2. Models
Kensington · Weybridge · Weybridge Platinum (to confirm) · St. Tropez, From £ (live site)

→ Model page

3. Made to order in your colours
finishes & furniture

4. Compare summer houses

→ Compare summer houses

5. Video walk-round

→ Watch video walk-rounds

6. Real installs

→ View summer-house installs

7. Your Project teaser

→ Will it fit?

→ Planning guide

8. Closing CTA band

→ Brochure & visits

→ Call

PAGES

- Summer house model page
  model-page template
- Compare summer houses
- Video walk-rounds
- Installs gallery
  filtered: summer houses
- Planning guide

CONVERSIONS (forms, booking, call)

- ◆ Show-site visit booking
- ◆ Brochure & visits form
- ◆ Will it fit? request
- ◆ Phone 01491 612820

CROWN PAVILIONS · NAVIGATION DRAWING BOARD

Garden Rooms /garden-rooms/

Secondary section · the 3D configurator stays · which show sites have garden rooms on display: to confirm

ARRIVES FROM

- Homepage garden-rooms feature
- Google: garden office, gym, studio
  use searches
- Top menu / mega menu

Garden Rooms
/garden-rooms/

1. Hero

★ Book a show-site visit

→ Request a brochure

2. Five collections
Contemporary · Heritage · Sandringham · Clarence · Buckingham, From £ (live site)

→ Collection page

3. By use
office · gym · studio · annexe

→ Use page

4. 3D configurator
live inclusive price

→ Design yours

5. Included as standard

6. Compare garden rooms

→ Compare garden rooms

7. Real installs

→ View garden-room installs

8. Your Project teaser

→ Planning guide

→ Will it fit?

9. Closing CTA band

→ Brochure & visits

→ Call

PAGES

- Garden room collection page
  model-page template
- Garden room use pages
- 3D configurator
  live inclusive price · send design via the form (TBC)
- Compare garden rooms
- Installs gallery
  filtered: garden rooms
- Planning guide

CONVERSIONS (forms, booking, call)

- ◆ **Show-site visit booking**
- ◆ **Brochure & visits form**
  configurator design attached (TBC)
- ◆ **Will it fit? request**
- ◆ **Phone 01491 612820**

CROWN PAVILIONS · NAVIGATION DRAWING BOARD

Bespoke /bespoke/

Consultation-led · primary next step: book a design consultation

ARRIVES FROM

- Top menu / mega menu
- Google: bespoke garden building, outdoor kitchen
- Commercial & hospitality enquiries

Bespoke
/bespoke/

1. Hero
combine garden rooms, terraces, outdoor kitchens, hot tub shelters

★ Book a design consultation

2. What we design

- → Bespoke garden buildings
- → Bespoke garden rooms
- → Outdoor kitchens & hot tub pavilions
- → Commercial & hospitality

3. How bespoke works

- → How it works

4. Bespoke projects
case studies

- → Customer stories

5. Closing CTA band

- → Will it fit?
- → Request a brochure
- → Call

PAGES

- Bespoke garden buildings — ends in: book a design consultation
- Bespoke garden rooms — ends in: book a design consultation
- Outdoor kitchens & hot tub pavilions — ends in: book a design consultation
- Commercial & hospitality — ends in: book a design consultation
- How it works
- Customer stories

CONVERSIONS (forms, booking, call)

- ◆ Design consultation request
- ◆ Will it fit? request
- ◆ Brochure & visits form
- ◆ Phone 01491 612820

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Inspiration · installs gallery /inspiration/

Real installs, filterable · primary next step: see this model in person

ARRIVES FROM

- Instagram posts & bio link
- Top menu: Inspiration
- Real-installs strips on hub, range & model pages
- Google Images / Pinterest

Inspiration
/inspiration/gallery/

1. Filters
model · use · garden size · site · in-page

2. Gallery grid
customer installs and show-site photos (to label)

3. Photo detail
caption: model · county · use (captions TBC)

★ See this model at a show site

→ View this model

→ Request more pictures

→ Read the story

4. Video walk-rounds
filmed at Chessington

→ All videos

5. Customer stories

→ Story page

6. Journal
news & guides (current /news/)

→ Journal

◆ Show-site visit booking
model pre-filled

◆ Brochure & visits form
"more pictures of [model]" pre-filled

CONVERSIONS (forms, booking, call)

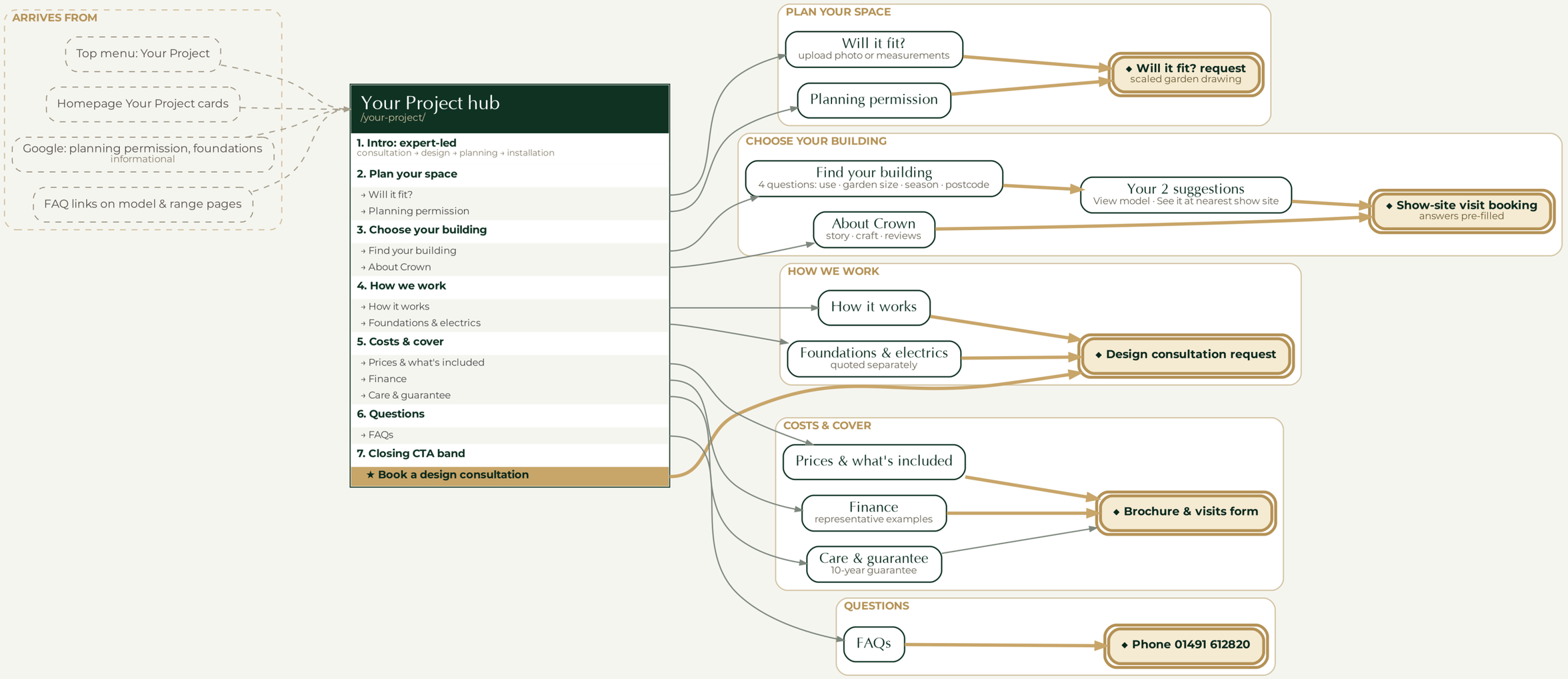
PAGES

- Model page
- Customer story page
  ends in: see this model at a show site
- Video walk-rounds
- Journal article

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Your Project /your-project/ and its sub-pages

The consultative "how to buy" section · sub-pages grouped by their next step · each ends in one clear action



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Visit Us · show-site finder /visit/ → show-site page /visit/[site]/

Six sites · no claims about which models are at each site: "tell us which model you'd like to see"

ARRIVES FROM

- Google: "gazebo show site near me" — local / Maps
- Postcode finder in header & homepage strip
- Model & range pages: See it at a show site
- Top menu: Visit Us

Visit Us / finder
/visit/

1. Postcode finder
nearest sites first

→ Nearest site

2. Six sites
Bridgemere · Frosts Woburn Sands · Van Hage Ware · Alton Wickford · Chessington · Longacres Bagshot

→ Site card

3. Book a visit
choose site, day, time, model you'd like to see

★ **Book a show-site visit**

4. More than 100 miles away?

→ About the video showcase

→ Request a video showcase

5. Shows & events
dates TBC

→ Events calendar

Show-site page (one per site)
/visit/chessington/ (example)

1. Site header
garden centre name, address, postcode

2. Opening hours
from live show-sites page

3. Map & directions

→ Directions (map app)

4. Your host
named consultant: TBC

5. What to expect
models on display not listed

6. Book a visit at this site
site pre-selected

★ **Book a visit here**

→ Call before you travel

7. Other nearby sites

→ Back to finder (same page as left)

ONWARD

- Video showcase page — filmed at Chessington · request via the form
- Shows & events
- External: Google / Apple Maps

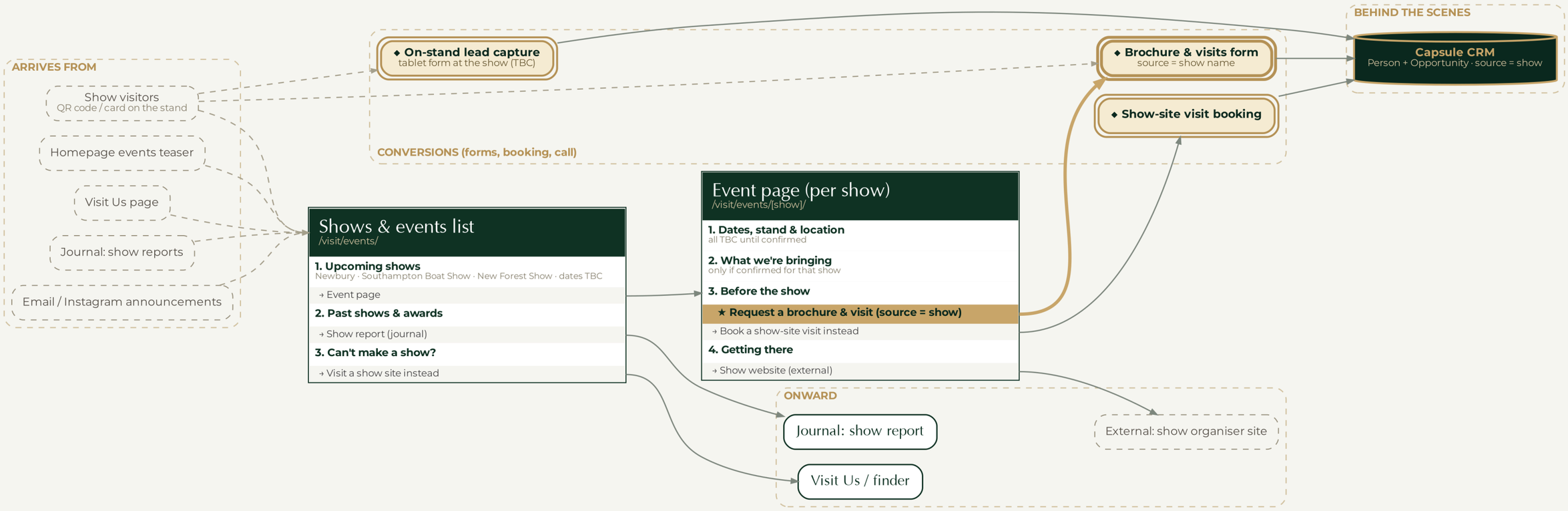
CONVERSIONS (forms, booking, call)

- ◆ **Brochure & visits form** — video showcase request
- ◆ **Show-site visit booking** — site + day + time + model to see
- ◆ **Phone 01491 612820**

CROWN PAVILIONS · NAVIGATION DRAWING BOARD

Shows & events /visit/events/

Newbury · Southampton Boat Show · New Forest Show · all dates TBC · show leads tagged with the show as source



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Brochure & visits form /brochure-and-visits/ → thank-you → Capsule CRM

The single primary form · entry points pre-fill hidden fields · every submission becomes a Person + Opportunity

