

# WEBSITE DESIGN

## What We Want:

The current Freedom Migration company website suffers from a dated design and a lack of engaging content.

There are 4 primary goals for the site redesign:

- Improve the overall look of the site, bringing it up-to-par with competitor sites. The overall impression on the viewer needs to be accessible, sleek, clear, modern, and professional .
- Optimise the website display for wide screens and mobile phones
- Reorganize the content into a more user-friendly site structure and re-write some of the content to be more search engine-friendly.
- Generate new leads for the company.

## Website Organization

The new design should have five main landing pages:

- Home Page
- About Us (with drop down links)
  - Our Team
- Our Services (with drop down links)
  - For Workers
  - For Families
  - For Couples
  - For Students
  - For Visitors
- Useful Information (with drop down links)
  - About Australia
  - Migrating to Australia FAQ
  - Useful Websites
- Contact Us

Company Logo



Sample Fonts/Typography

**Helvetica Neue Std**

Helvetica Neue L T Std 85 Heavy

***Helvetica Neue Std***

Helvetica Neue L T Std 86 Heavy Italic

Helvetica Neue Std

Helvetica Neue L T Std 45 Light

*Helvetica Neue Std*

Helvetica Neue L T Std 46 Light Italic

***Helvetica Neue Std***

Helvetica Neue L T Std 66 Medium Italic

**Helvetica Neue Std**

Helvetica Neue L T Std 65 Medium

**Univers Std (Type)**

Univers L T Std 65 Bold

***Univers Std (Type)***

Univers L T Std 65 Bold Oblique

Univers Std (Type)

Univers L T Std 45 Light

*Univers Std (Type)*

Univers L T Std 45 Light Oblique

***Univers Std (Type)***

**Myriad Pro (Type)**

Myriad Pro Semibold Semi Extended

***Myriad Pro (Type)***

Myriad Pro Semibold Semi Extended Italic

Myriad Pro (Type)

Myriad Pro Semi Extended

*Myriad Pro (Type)*

Myriad Pro Semi Extended Italic

Myriad Pro (Type)

Myriad Pro Light Semi Extended

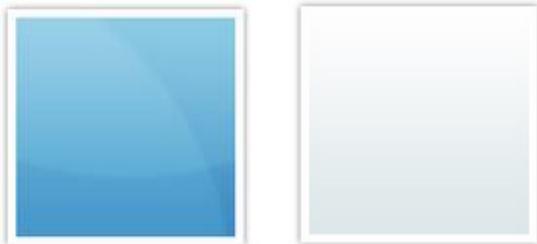
## Sample Colour Palette

### Shades and Tints of #4bacc7

A shade is achieved by adding black to any pure hue, while a tint is created by mixing white to any pure color. In this example, #050c0e is the darkest color, while #ffffff is the lightest one.

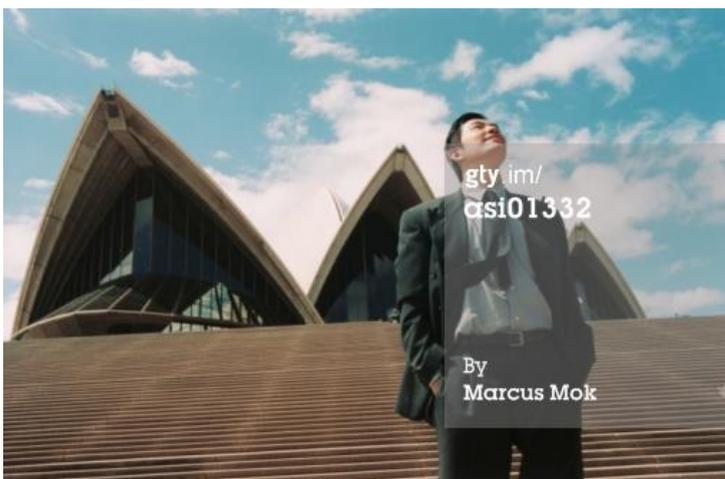


## Sample Patterns and Textures



## Sample Images

### Skilled/Business Visa:





gty.im/  
171760856

By  
Michael Hall

**Partner Visa:**



gty.im/  
180348008



gty.im/  
494326507



gty.im/  
114333278



gty.im/  
464636857

## Family Migration:



## Student Visa:





**Visitor Visa:**



## Design Elements (for inspiration)



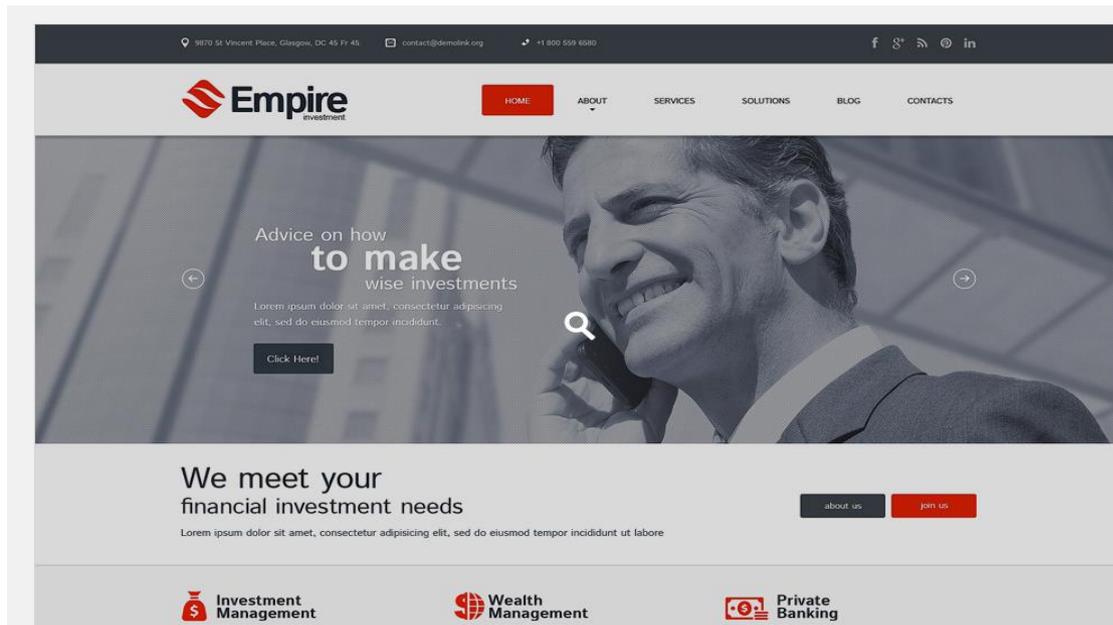
[Home](#)

[About Us](#)

[Visa Options](#)

[Contact Us](#)

### ➤ Company banner – colour scheme



### ➤ Landing page aesthetics

**Find other visas to allow you to study in Australia**

Applying from	Nationality	Purpose	Age
All	All	Study in Australia	All
Temporary/Permanent	Length of Stay	Allow me to bring	Sponsored/Nominated
All	All	All	All

[→ Find a visa](#)

The Visa Finder makes no recommendation as to which visa is appropriate for you or whether you would be granted any visa. Refer to the full [disclaimer](#).

➤ Visa options that may be suitable finder

COMPANY / [Our Services](#) [Quick Enquiry](#)



**DIY Solutions**

A Range of Do It Yourself Migration Solutions for those preparing their own applications.

After completing your application, Hunt Migration can check it before filing or file it on your behalf and control the application through to decision.

[View Details](#)



**Reviews**

Something gone wrong? Hunt Migration can attend to all decision reviews.

If your application has been rejected or declined, Hunt Migration can attend to Migration Review Tribunal (MRT), Refugee Review Tribunal (RRT), Administrative Appeals Tribunal (AAT) or any necessary Federal Court review.

[View Details](#)



**Business Visas**

Visa Options for Business People

Skilled Visas include visas for skilled applicants who are sponsored by family members or State or Territory Governments.

The Skilled Visa program, also known as the General Skilled Migration program, is for people who are not sponsored by an employer and who have skills in particular occupations required in Australia.

[View Visa Options](#)

➤ Services Page

**Get Social** [f](#) [t](#) [g+](#) [+](#)

[f](#) Hunt Migration now offers an International Graduate Student Retainer. If you are an International student, having recently graduated from a Bachelors level degree or above, Hunt Migration can assist with your next steps...

[t](#) <http://t.co/Xi65MBwk1a>  
5 months ago

➤ Social Media stream

### Quick Enquiry

First Name *	Last Name *	
Email *		
State *	Age	
Postcode *	Phone	
Nationality *	Visa Type *	
Enquiry *		
Security *	H u N t	SEND ENQUIRY

➤ Quick enquiry box

### Client testimonials

[View all](#)

*"We decided to apply for Perm Residency and after seeing the amount of work which would be involved in the application process, we decided to contact Hunt Migration. From the very first phone call to the final decision from DIAC, all the staff at Hunt Migration made the whole process stress and hassle free. They were professional and extremely friendly at all times and they really seemed to care about the outcome of our visa, which made a change from other Law Companies we had previously spoken with!"*

“ RC, Brisbane, Australia ”

➤ Client Testimonials moving graphic

# WEBSITE CONTENT

## Home Page

The Home Page needs to contain the following:

- Moving graphic with background images containing links to different visa categories (refer to sample images) as the centrepiece
- Our contact details in the header section of the page
- Our logo with horizontal banner next to it, containing dropdown links (five landing pages)
- Submit Enquiry mini-form
- Upcoming Events widget showing events we are hosting
- Social Media widget containing our Facebook page feed
- Link to MARA Code of Conduct within the footer section (see below)

© HMP Pty Ltd (ACN 168 773 528). All rights reserved. At Hunt Migration we always adhere to the Code of Conduct for Migration Agents and the rules governing solicitors.

- Client Testimonials moving graphic

## About Us – Landing Page

At Freedom Migration, our team of experienced professionals can provide you with extensive advice on all areas of immigration. Whether you are skilled, educated, family-orientated or just looking for an adventure, we have the key to unlocking the right visa for you.

No individual has the same background, skills and dreams, which is why we take care to personalise the application process to suit everyone's needs.

We aim to:

- provide all of our customers professional and affordable service;
- deliver honest and comprehensive advice;
- maintain consistent and punctual communications
- attain the best possible outcome for each of our clients



Migrating to Australia doesn't have to be a lengthy, confusing and difficult process. Australia is known for its stress-free lifestyle, and with Freedom Migration, your migration experience will be the same!

## **Our Team**

The Freedom Migration Team are passionate about Migration and the opportunities it creates for families, employers and fellow Australians.

You will feel safe and secure knowing that your matter is in our hands!

<pictures and descriptions of team members Emma Drynan, Jayshree Sawant, Selena Yen, and Emma Buckman (?)>

## **Our Services – Landing Page**

(Page should be presented in similar format to Services Page presented in Sample Images, with links and short descriptions to the main page for each visa category)

### **For Workers:**

If you have skills or qualifications that Australia needs, you can be sponsored by an employer or invited to apply for a visa by the Australian Government.

At Freedom Migration, we make it our role to bring you and your employer together in Australia. We can provide you with a straightforward path to your dream career in your ideal location.

(View Details – redirects to full page with enquiry box)

### **For Families:**

Australia offers a range of visa options to reunite families.

Living permanently in Australia creates a wonderful future for your family, but moving to Australia often means leaving loved ones behind.

If you have children or parents living in Australia, there may be a visa that allows you to join them.

(View Details)

### **For Couples:**

Fallen in love?

If you long to live together with your Australian partner, we can provide you with a number of options to suit you as a couple.

(View Details – redirects to full page with enquiry box)

**For Students:**

Australia is a land of opportunities, boasting many of the world's highest ranked universities.

If you are an overseas student, there are a range of visa options that allow you to study and work in Australia.

(View Details – redirects to full page with enquiry box)

**For Visitors:**

Just visiting?

If you are looking to holiday, sightsee, or visit relatives and friends, Australia has just the right visa for you.

(View Details – redirects to full page with enquiry box)

## **OUR SERVICES**

(Please make use of images specified in image samples for each category)

### **WORKERS**

#### **Employer Sponsored**

If you have skills or qualifications that Australia needs, you can be sponsored by an employer or invited to apply for a visa by the Australian Government.

At Freedom Migration, we make it our role to bring you and your employer together in Australia. We can provide you with a straightforward path to your dream career in your ideal location.

Australia offers a range of temporary and permanent visas to match each skilled individual:

#### **Temporary Working Visa – 457 visa**

The Temporary Work (Skilled) visa allows Australian employers to sponsor overseas workers to live and work in Australia on a temporary basis. The visa is designed to allow skilled workers to be employed in Australia by a business who cannot attain the right candidate from inside the Australian labour market.

In order to be eligible for this visa, you must be able to evidence skills or outstanding abilities that will contribute to the sponsoring business and Australia economy as a whole. Your occupation must also appear on the Consolidated Skilled Occupation List.

This visa allows you to:

- Migrate to Australia with any eligible secondary applicants (who will be permitted to work and study)
- Live and work in Australia for up to four years, leaving and re-entering the country on an unlimited basis
- Be employed in your area of specialization
- Apply for a permanent skilled visa if you wish to remain in Australia indefinitely

#### **Permanent Working Visa – ENS**

The Employer Nomination Scheme (ENS) allows Australian employers to sponsor skilled workers for a permanent visa to work in their business on a more permanent basis. The employee can be either a highly skilled worker from overseas or a highly skilled temporary resident currently in Australia.

This visa allows you to:

- stay in Australia indefinitely
- work and study in Australia
- enrol in [Medicare](#), Australia's system for health-related care and expenses
- apply for Australian citizenship (if you are eligible)
- sponsor eligible relatives for permanent residence
- travel to and from Australia for five years from the date the visa is granted (after that time, you will need a resident return visa or another visa to return to Australia).

### **Permanent Working Visa – RSMS**

The Regional Sponsored Migration Scheme visa (subclass 187) is for skilled workers who want to work in regional Australia - this means an area that is not in the Gold Coast, Brisbane, Newcastle, Sydney, Wollongong and Melbourne precincts

The purpose of the Regional Sponsored Migration Scheme (RSMS) is to promote the economic development of regional Australia by encouraging skilled migrants to settle in these areas. The scheme is designed to assist employers in regional Australia who are unable to meet their skilled workforce needs from the local labour market.

What the visa allows you to do:

- stay in Australia indefinitely
- work and study in Australia
- enrol in Medicare, Australia's scheme for health-related care and expenses
- apply for Australian citizenship (if you are eligible)
- sponsor eligible relatives for permanent residence
- travel to and from Australia for five years from the date the visa is granted (after that time, you will need a resident return visa or another visa to return to Australia).

## **FAMILIES**

### **Child Visa**

A Child visa lets an eligible parent sponsor their child to live in Australia on a permanent basis.

The parent can lodge an application on behalf of a child younger than 18 years of age.

An eligible parent sponsor must be one of the following:

- an Australian citizen
- the holder of an Australian permanent resident visa
- an eligible New Zealand citizen.

The visa application must be lodged outside Australia and the child must be outside Australia when the visa is decided.

## **Contributory Parent Visas**

The Contributory Parent visas let parents live temporarily and permanently in Australia if they have a child who is an Australian citizen, permanent resident or eligible New Zealand citizen who is settled in Australia.

In order to be eligible for this category of visa, you are usually required to be sponsored by your child who has lived in Australia for at least 2 years prior to lodging the application.

You are able to lodge an application for this visa either in or outside of Australia.

## **Orphan Relative Visa**

An Orphan Relative visa is for a child whose parents are deceased, permanently incapacitated or of unknown whereabouts. It allows a child in this situation to live with their sponsoring relative on a permanent basis in Australia.

Because this visa is for minors, the sponsor within Australia usually lodges the application on the child's behalf. The visa application may be lodged in or out of Australia, depending on the subclass being applied for.

In order to be eligible for this visa, the sponsoring relative must meet the parental responsibility or custody requirements.

## **COUPLES**

### **Partner Visa**

The purpose of the Partner visa is to allow the spouse or de facto partner of an Australian citizen, permanent resident or eligible New Zealand citizen to enter into or remain in Australia. The applicant is initially granted a temporary visa, and is eligible for permanent residency if the relationship still exists after a two-year waiting period.

In order to be eligible for this visa, you must meet the following requirements:

- the couple must be in a mutually exclusive relationship;
- the relationship must be genuine and continuing
- the couple must either live together, or live apart only on a temporary basis

### **Prospective Marriage Visa**

Congratulations on your engagement!

If you're fiancé is an Australian citizen, permanent resident or eligible New Zealand citizen, the Prospective Marriage visa will allow you to travel to Australia in order to be married

within nine months of the date that the visa is granted. Once the marriage has taken place, you will be eligible to apply for a Partner visa.

In order to be eligible for a Prospective Marriage visa, you and your fiancé must:

- be at least 18 years old, and not closely related
- be free to marry one another
- genuinely intend to get married within nine months of the visa grant date (the marriage may take place either in Australia or overseas)
- have physically met, and be personally known to each other
- genuinely intend to live together as a married couple

## **STUDENTS**

### **Higher Education Visas**

#### **573 - Higher Education Sector**

This visa permits you to stay in Australia to study a full-time higher education course.

You may be eligible to apply for this visa if you are currently enrolled in one of the following:

- a bachelor or associate degree
- a graduate certificate or graduate diploma
- a masters degree by coursework
- a higher education diploma or advanced diploma.

#### **574 - Postgraduate Research Sector**

If you are looking to travel to Australia for postgraduate research, this visa is for you.

In order to be eligible to apply, you must be enrolled in either:

- a masters degree by research
- a doctoral degree.

### **Vocational Education and Training Visas**

#### **572 – Vocational Education and Training Visa**

The purpose of this visa is to allow international students to undertake full-time vocational education and training in Australia. This visa enables a student to stay in Australia for the duration of the relevant course.

You may be eligible to attain this visa if you are enrolled as a student in a registered vocational education and training course.

## **English Language Course Visas**

### **570 - Independent ELICOS Sector Visa**

The purpose of this visa is to allow international students to study English Language Intensive Courses for Overseas Students (ELICOS) on a full-time basis in Australia.

This visa enables a student to stay in Australia for the duration of the relevant course.

In order to be granted this visa, students must enrol with an Australian education provider prior to completing their visa application.

## **School Visas**

### **571 – Schools Sector Visa**

The purpose of this visa is to allow international students to study full-time at primary or secondary school level in Australia.

This visa enables a student to stay in Australia for the duration of the relevant course.

In order to be granted this visa, students must enrol with an Australian education provider prior to completing their visa application.

## **VISITORS**

### **Visitor Visas**

Are you looking to unwind on a relaxing holiday, visit for business, reunite with friends and family, or set out on an adventure through the diverse Australian landscape? Maybe you're looking to do all four! If one (or all) of these activities matches your travel plans, a Visitor visa could be the just the right visa for you.

The Visitor visa allows you to travel and stay in Australia for up to three, six or 12 months. During your visa validity period, you are permitted to study for up to 3 months.

### **Work & Holiday - The Backpacker Visas**

Working Holiday visas give 18 - 30 year olds the opportunity to holiday, study and work in both regional and metropolitan Australia.

This visa allows you to:

- live in Australia for up to one year
- work in Australia for up to six months with each employer
- study for up to four months
- travel in and out of Australia any number of times during the visa validity period.

## **USEFUL INFORMATION**

### **About Australia**

Free Online Guides:

“Moving to Australia” (PDF) – our very own guide to migrating to Aus!

“Australia in Brief” (PDF) presented by the Department of Foreign Affairs and Trade

### **Migrating to Australia FAQ**

### **Useful Websites**

#### **SKILLED MIGRATION INFORMATION**

##### **Information for each Australian State**

- Tasmania: <http://www.migration.tas.gov.au/skilled>
- South Australia: [https://www.migration.sa.gov.au/skilled\\_migrants](https://www.migration.sa.gov.au/skilled_migrants)
- Queensland: <http://migration.qld.gov.au/skilled-migration-visas/>
- Victoria: <http://www.liveinvictoria.vic.gov.au/visas-and-immigrating/skilled-visas>
- Western Australia:  
<http://www.migration.wa.gov.au/skilledmigration/Pages/SkilledMigrationWA.aspx>
- New South Wales: <http://www.business.nsw.gov.au/live-and-work-in-nsw>

##### **Information on SkillSelect and Submitting an Expression of Interest (EOI)**

- Information about SkillSelect: <http://www.immi.gov.au/skills/skillselect/>
- Link to submit an EOI:  
<https://skillselect.gov.au/SKILLSELECT/ExpressionOfInterest/PreReg/Start>
- Information on how to submit your EOI, see *SkillSelect: User Guide for Intending Migrants* (PDF)

#### **INFORMATION ON SEEKING EMPLOYMENT**

- [myfuture](#) – Provides information on careers, employment, education and training and funding.
- [Job Guide](#) – Provides detailed descriptions of a wide range of jobs including information on specific tasks and skills, and education and training requirements for each job.
- [National Training Information Service](#) – Includes information on accredited training courses, competency standards and registered training organisations.
- [Australian Qualifications Framework](#) – Has information on Australian recognition of prior learning.

**Note:** The AQF does not provide information or advice on skills assessment.

- [Australian Education International – Who can assess my overseas qualifications](#) – Has information on who can assess your overseas qualifications.
- Resume Builder: <http://www.jobguide.thegoodguides.com.au/resume/format>