COFFEE SHOP PROJECT

Team Details
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Problem identified:

No Meeting Space Reservation System

Many customers visit coffee shops not just for coffee but also to work, hold meetings, or socialize.

To solve this problem we came with coffee meetups and

Developing an SEO-friendly website for a **Coffee Shop – Restobar & Meeting Place** requires a strategic approach to design, content, and technical optimization. Here's a **step-by-step plan**:

1. Introduction

Project - Coffee Shop

Thinking -

  Research & planning on problem statement - (6:00PM-6:30PM)

  Discussing and planning about SEO - (6:30PM-7:30PM)

Discussing about the target clients and goals

Target clients

- employees
- professionals
- business people
- social groups
- students
- coffee lovers

Goal

Our goal is to help the coffee shop to increase its online presence, attract more foot traffic, and establish itself as the go-to place for meetings, casual hangouts, and great coffee.

we named for our coffee shop as brew nexus - It combines "**Brew**" (coffee brewing) and "**Nexus**" (a hub or meeting point), making it a perfect fit for a coffee shop that doubles as a meeting space!


SEO Work

Title: Best Coffee Shop & Restobar in Cities | Brew Nexus

Description: Looking for the best restobar or a meeting place near you? Visit Brew Nexus for great coffee, ambiance, and more! Perfect for coffee lovers, work meetups, and social hangouts. Visit us near you today!

[Coffee Shop by Pavan Teja](#) Link to SEO analytics

Here are the some seo related tasks are done for various long tailored keyword and finding the best keyword
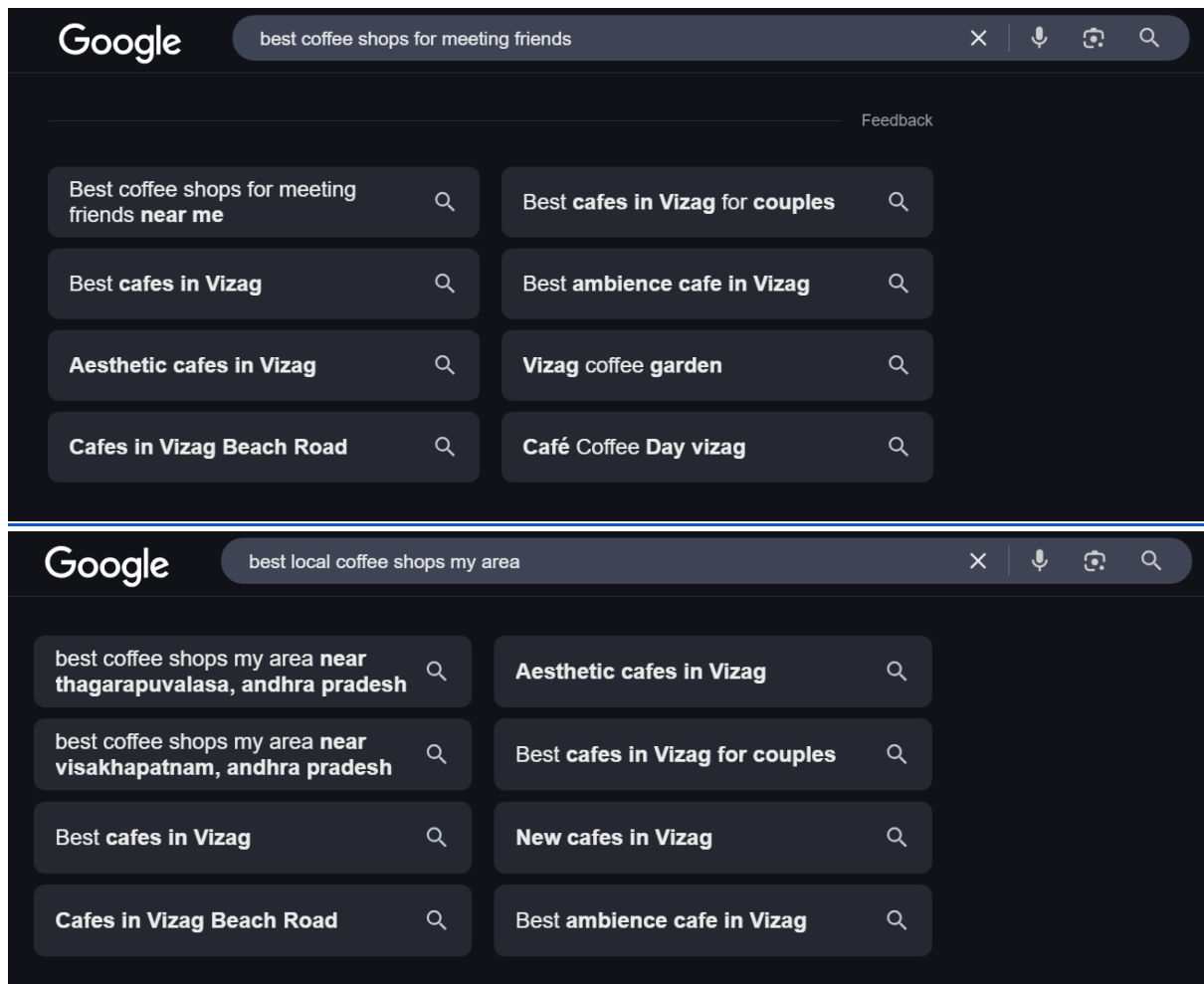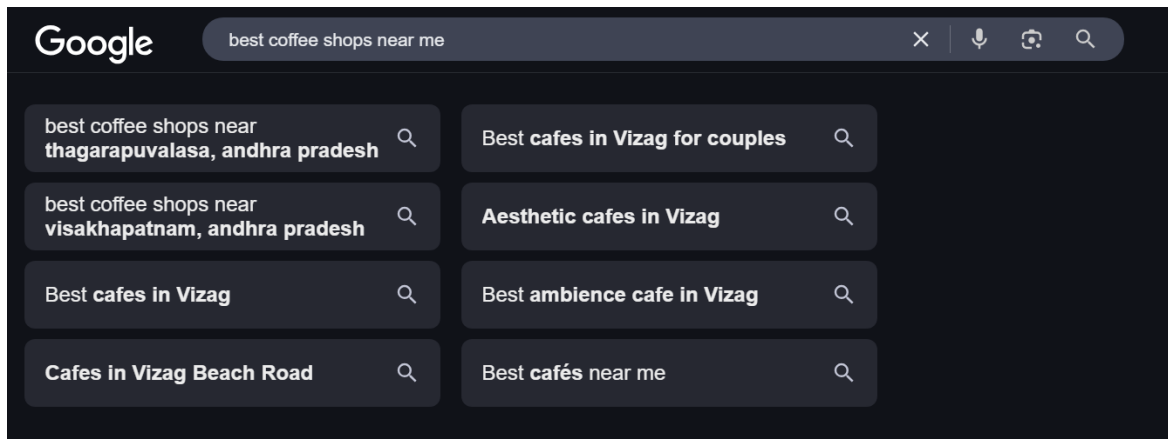
We created logo for our brew nexus and started developing frontend part of our brew nexus.

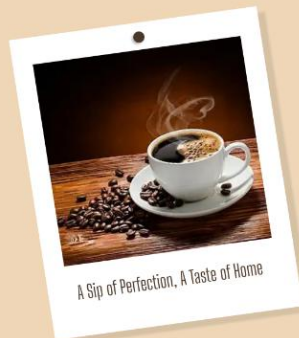Design Section:

[Design](#) - click to view figma file, website design

Sip, Savor, Socialize - Where Every Cup Brews a New Story!

Order Now   Reserve Now

Special about Brew Nexus!

More Than Coffee – A Place to Connect

A Sip of Perfection, A Taste of Home

Sip, Save, Repeat!

Bring a Friend & Save 20%!

Come with a friend and enjoy 20% off your total bill on your first visit together.

Corporate Coffee Pass

For just ₹1999/month, get unlimited coffee refills during business hours

Why Brew Nexus?

Premium Quality Beans   **Cozy & Relaxing Ambiance**   **Fast & Friendly Service**

Brew Nexus –
Where Every Sip Sparks a Connection!

Home
Menu
Order
Reserve
About Us

BREW NEXUS

2. Features & Functionalities

Core Features

Website Structure & Pages

- **Homepage** – Branding, location, hero section, Call to actions (reserve now, Order Now).
- **Menu Page** – Interactive menu with prices, images, and categories.
- **About Us** – Story, mission, sustainability practices.
- **Gallery** – High-quality images of ambiance, food, and drinks.
- **Events & Offers** – List special events, happy hours, promotions.
- **Blog** – Coffee tips, recipes, industry trends for SEO.
- **Reservations** – Online table booking with a calendar.
- **Contact Page** – Google Map, phone number, social media links, WhatsApp chat.

Tech Stack

Component	Tech Stack
Frontend	Next.js, Tailwind CSS
SEO Optimization	Google Lighthouse
Hosting	Vercel, Netlify
Performance Tools	Google PageSpeed Insights, Cloudflare CDN

Started Coding - 12AM

3. Execution Plan

Phase 1: Ideation & Initial Setup (12:00-2:00AM)

- ***We Researched about SEO best practices before 12 : 00 AM.***

Designed & finalized UI wireframes in Figma.

Here, we have designed the front-end using UI/UX with different styles. In order make our webpage more attractive we used different font styles, icons, images and cards.

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Started Setting up GitHub repo & initialize Next.js, Tailwind CSS.

We created a repo in github and repo is -
https://github.com/BhimaPavanTeja/BrewNexus

Phase 2: Core Development (3:00AM-5:00AM)

Frontend Development

Created responsive UI components.

we are completed creating the home page , menu page,order page using next js

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- Ensured 100/100 accessibility on Google Lighthouse.
- Implemented lazy loading & minify CSS/JS.

SEO Implementation

- We Optimized meta tags, headings, and internal linking..
- Created a sitemap.xml & robots.txt.
- page load time <1.5s.
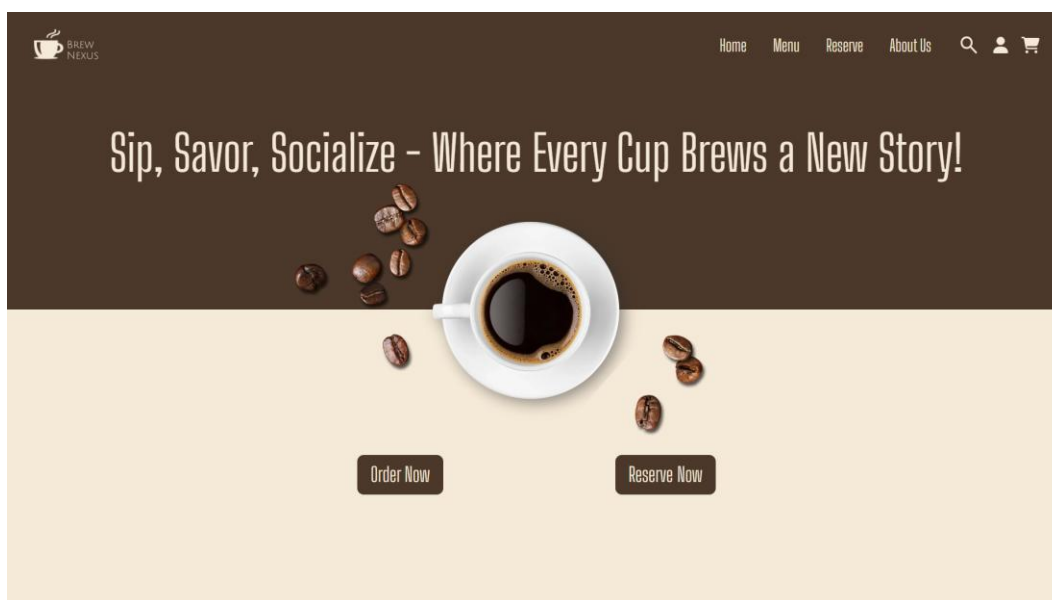
Phase 3: Debugging & Optimization (5:30 AM - 8:30 AM)

- Minimized CSS/JS, implemented CDN caching.
- Conducted SEO audits & fixed issues.
- Optimized mobile usability.

4. Performance & SEO Optimization

- **Performance**: Google PageSpeed Insights score >95.
- **SEO**: Automated meta tags, schema markup, and structured data.
- **Accessibility**: Lighthouse 100/100 accessibility score.
- **Security**: HTTPS, CSP, and security headers.

Website Link - click to visit project

[Brew Nexus | Best Coffee Shop & Restobar in Cities](#)

Mobile responsiveness