Next is client's requirements. " We have a rough draft of what we’re looking for for the new “Tips & Tools” page (we’re changing the name, but using this for now). I’ve shared a Google Slide deck that outlines the direction we have in mind. The images uploaded there are the ones we’d like to use on the page. Some other pieces of content—like videos—aren’t ready yet, but we’ll get those to you as soon as possible. We’ve also been thinking about where this page should live on the site. The main goal is to make it easily accessible from the homepage, possibly near About, FAQ, or Press in the main navigation. We also want to add it somewhere in the footer for easy access. We’d love to hear your thoughts on what placement would be most effective from both a usability and SEO perspective."

I received your message and the Google Slides link, and I’ve saved all the slides as well as the associated images in the project folder. For convenience, the images in the folder are named to match the slider names in the Google Slides.

Next, I’ve collected detailed context for each slide, which you can also find in the “Tips & Tools.pdf” file in the project folder.

"""""

=======Slide 1==========

Tips & Tools [create new page & insert in nav location TBD]

[page copy] From sizing to style, our expert resources make it easy to choose the perfect lampshade. Explore diagrams, videos, and guides—or submit your lamp details for personalized help.

Find Your Fit

Diagrams & Measurement Guides

Quick Reference Videos [TBD]

========Slide 2============

Find Your Fit [online form link]

Need help choosing the right lampshade size? Complete the form below and we’ll guide you to the perfect fit–for your lamp and your style.

Name

Email Address

Phone Number

[how to measure your lamp diagram with fields - see following slide]

[how to measure your lampshade diagram with fields - see following slide]

=======Slide 3=======

[form]

Lamp

Height to socket=

Height to saddle=

Widest diameter of base=

Upload lamp photo

======= Slide 4 =======

[form]

Current Lampshade

Top diameter=

Bottom diameter=

Side/slant=

Upload photo of lampshade

Upload photo of fitter

========= Slide 5 =============

Diagrams & Measurement Guides [pdfs]

Lamp parts [diagram]

How to measure a lamp [diagram]

How to measure a lampshade [diagram]

How to measure drop/recess [diagram]

How to measure a harp [diagram]

============ Slide 6 ===========

Lamp Parts

============ Slide 7 ============

How to measure lamp

============ Slide 8 ============

How to measure a lampshade

============ Slide 9 ============

How to measure drop/recess

The DROP is the distance from the top rim of the shade, to where the shade attached to the lamp.

============ Slide 10 ============

How to measure a harp

Locate Number Stamped On Square Piece

If No Number, Measure With A Ruler

Top of the square piece to the bottom.

"""""

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Additionally, I have included the detailed guide and tips that were generated by GPT-5.

For your reference, I plan to demonstrate the overall project flow. Specifically, I would like to showcase the “Tips & Tools” section on the homepage. When users click a link or button for “Tips & Tools,” it should lead them to the dedicated “Tips & Tools” page.

This means we need to build two components:

The “Tips & Tools” section on the homepage.

The standalone “Tips & Tools” page that the section links to.

🔍 Observations of Current Homepage  
  
From what I reviewed of the homepage:  
  
There is a strong visual hero area with a tagline: “Let us find the perfect lighting — for your space, in your style.”   
The Shade Shop  
  
The navigation is clear: main menu at top with categories (Shop, Lampshades, Lighting, Home Decor) plus links such as About, FAQ, Press (visible in some menu items)  
  
The homepage includes sections for “Shop our collections”, “New Arrivals”, “Best Sellers”, “Why Choose Us?” and testimonials.   
The Shade Shop  
  
The overall design is clean, uses good photography, and direct CTAs (shop now) but doesn’t currently spotlight an educational content page (like Tips & Tools).  
  
✅ Client Requirements Recap  
  
They want a new page (currently labelled “Tips & Tools”) that uses specific images (from Google Slides / PDF you attached).  
  
They want that page to be easily accessible from the homepage, likely via main navigation (near About, FAQ, Press).  
  
They also want it in the footer for easy access.  
  
The page is not yet live; some content (videos) will be added later.  
  
They want your feedback on placement for usability and SEO.  
  
🎯 Recommendations for Homepage Integration  
  
Here’s a detailed guide on how to integrate and promote the new page on the homepage (and site wide) in a way that serves usability + SEO:  
  
1. Placement in Top Navigation  
  
Add a new menu item in the main navigation bar: e.g., “Tips & Tools” (or whatever the final name will be) next to or in the group where About / FAQ / Press currently live.  
  
Since About / FAQ / Press are slow-moving content pages, placing “Tips & Tools” there signals it’s a content hub (not a product). This supports user-expectation: users look to those links for info beyond buying.  
  
From an SEO standpoint, it ensures the page has a strong internal link from a high-visibility area (homepage nav). That helps crawlability and indicates to search engines that this is a meaningful page category.  
  
2. Footer Link  
  
In the footer of the site, include a link labelled “Tips & Tools” under the “Resources” or “Learn” section.  
  
This creates a persistent access point from any page and improves internal linking (good for SEO).  
  
On the homepage, you could have the footer link visible once a user scrolls to bottom — and that reinforces the page’s importance.  
  
3. Homepage Promotional Section  
  
Because this is a new page and they’ll have new content (images + videos), I recommend adding a promotional section on the homepage to highlight it. For example:  
  
Just below the hero image or after the “Shop our collections” section, have a full-width banner or a smaller “Feature block” that says something like:  
  
“Explore our Lighting Tips & Tools – Expert advice, how-to videos, and design inspiration.”  
  
Use one of the new images from the Slide deck as the background (or alongside).  
  
Add a prominent CTA button: “Visit Tips & Tools”.  
  
This draws traffic to the new page, signals to users that there is a content hub, not just a product store.  
  
4. On-Page Signals & SEO Structure  
  
On the new page, ensure:  
  
Clear H1 heading: “Tips & Tools” or the finalized title.  
  
Sub-sections (H2s) such as “Video Tutorials”, “Design Guides”, “Product How-To’s”.  
  
Use internal links back to relevant product pages (e.g., “In this tutorial we use [Shade Model X]” → links). This helps SEO by connecting content to commerce.  
  
Use alt text on images, structured data if possible (e.g., video schema for the videos).  
  
Make sure the page loads fast, mobile friendly (given the site’s responsive design).  
  
On the homepage banner/promotional section, include a short descriptive snippet linking to the page — this adds context for both users and search engines.  
  
5. Focus on Usability  
  
Make sure the new nav item stands out but doesn’t confuse users — keep styling consistent with About/FAQ/Press.  
  
In the homepage promotional section, use compelling visuals (from Slide deck) and keep text concise.  
  
Ensure mobile navigation: On smaller screens, ensure the “Tips & Tools” item is visible (not hidden in a mega-menu or buried).  
  
For user flow: After they click into “Tips & Tools”, provide a clear way to navigate back to Shop or product pages (so the content hub is connected to commerce).  
  
Use breadcrumbs or a persistent sidebar on that page to help users move into categories (and back to shop).  
  
🧭 Proposed Homepage Layout Integration (Sketch)  
  
Here’s a suggested order on the homepage with the new section:  
  
Hero area (existing)  
  
Quick CTA: “Shop Our Collections” (existing)  
  
Promotional Block for Tips & Tools (new)  
  
Image on left, text + button on right (or vice-versa)  
  
Button: “Explore Tips & Tools”  
  
New Arrivals section (existing)  
  
Best Sellers section (existing)  
  
Why Choose Us? + Testimonials (existing)  
  
Footer (existing) — include “Tips & Tools” link under Resources.  
  
This keeps the user’s journey: welcome → product discovery → deeper content → social/authority → footer resources.  
  
📌 Additional Notes & Considerations  
  
If the Slide deck’s images are large/hero-worthy, ensure you compress/optimize them so homepage load times stay good (since performance matters for SEO).  
  
Monitor analytics: after launch, track how many clicks go from homepage to “Tips & Tools” and how much time users spend there. That will help iterate.  
  
From a branding standpoint: ensure the visual style of the “Tips & Tools” section matches the homepage (typography, color palette, photography style) for consistency.  
  
Ensure the navigation item’s label is intuitive (if “Tips & Tools” is too vague maybe “Design + Inspiration” or “Lighting Resources”). Work with client on naming.  
  
For SEO: Consider creating an XML sitemap update or internal linking plan so this new page is quickly indexed.