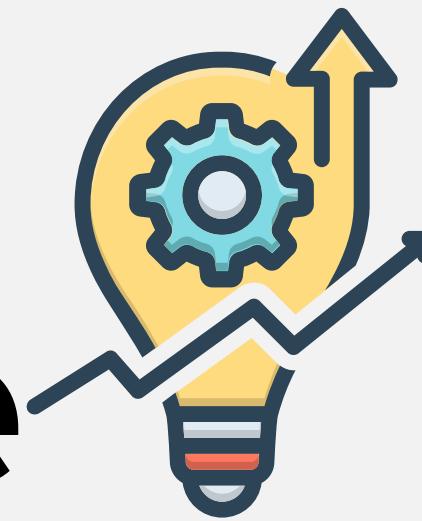


.org
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Grafikos Website



Enhancement





01. Current Website Overview

- Existing functionalities

02. Gap Analysis

03. Final Analysis

04. Proposed Enhancements

- New features with its benefits

05. Project Flow

Current Website Overview

Existing Functionalities

Pages & Sections

Home Page

- Contains 4 Sections
- **Section 1** - Hero section
- **Section 2** - List of services offered
- **Section 3** - Completed Projects
- **Section 4** - Contact Details

About Page

- Contains 4 Sections
- **Section 1** - Company
- **Section 2** - Process
- **Section 3** - Mission and Vision
- **Section 4** - Team Grafikos

Services Page

- Contains 1 Section
- **Section 1** - List of Services

Project Page

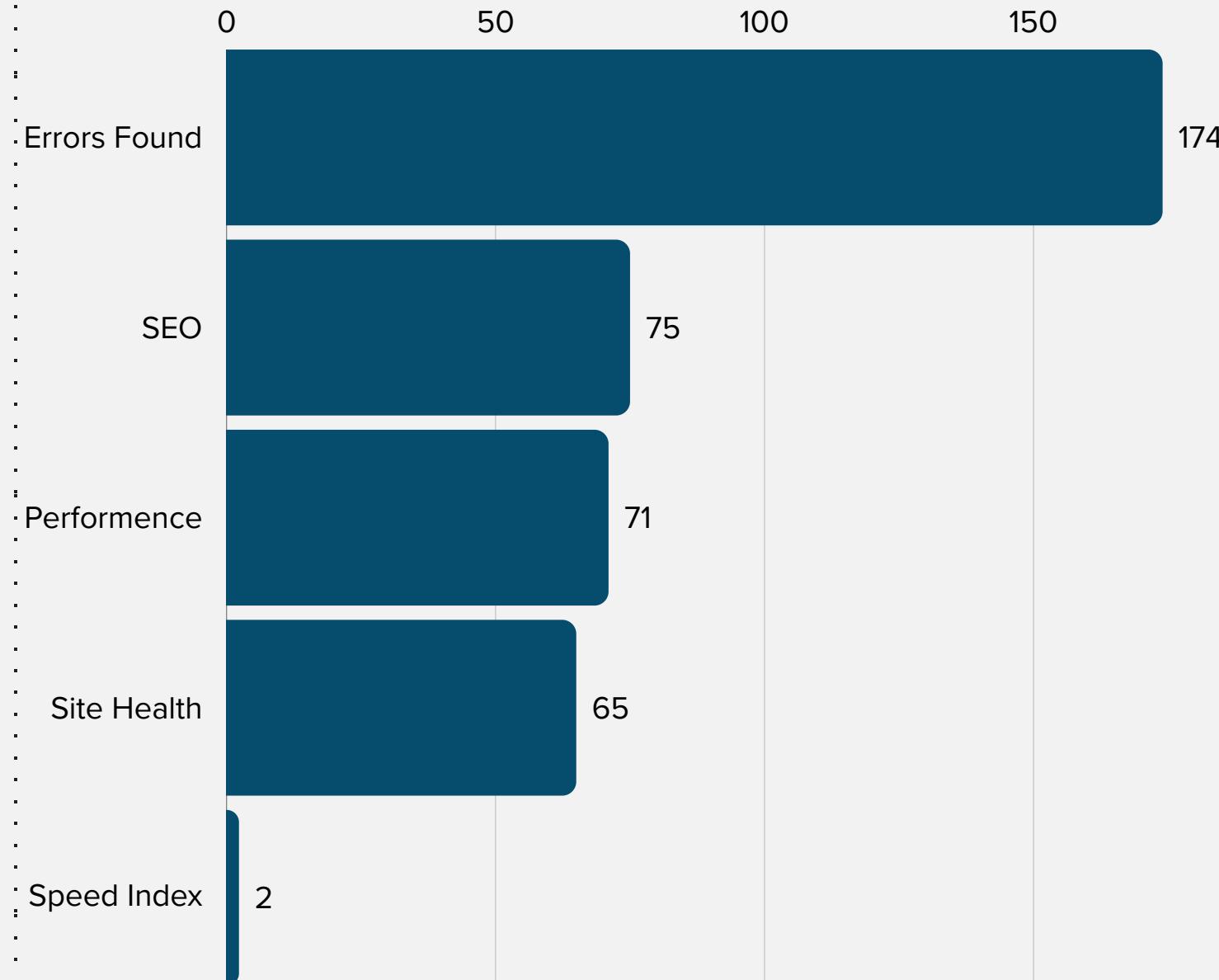
- Contains 2 Sections
- **Section 1** - Completed projects
- **Section 2** - Satisfied Clients testimonials

Contact Page

- Contains 1 section
- **Section 1** - Has contact address with social media links and email.

Gap Analysis

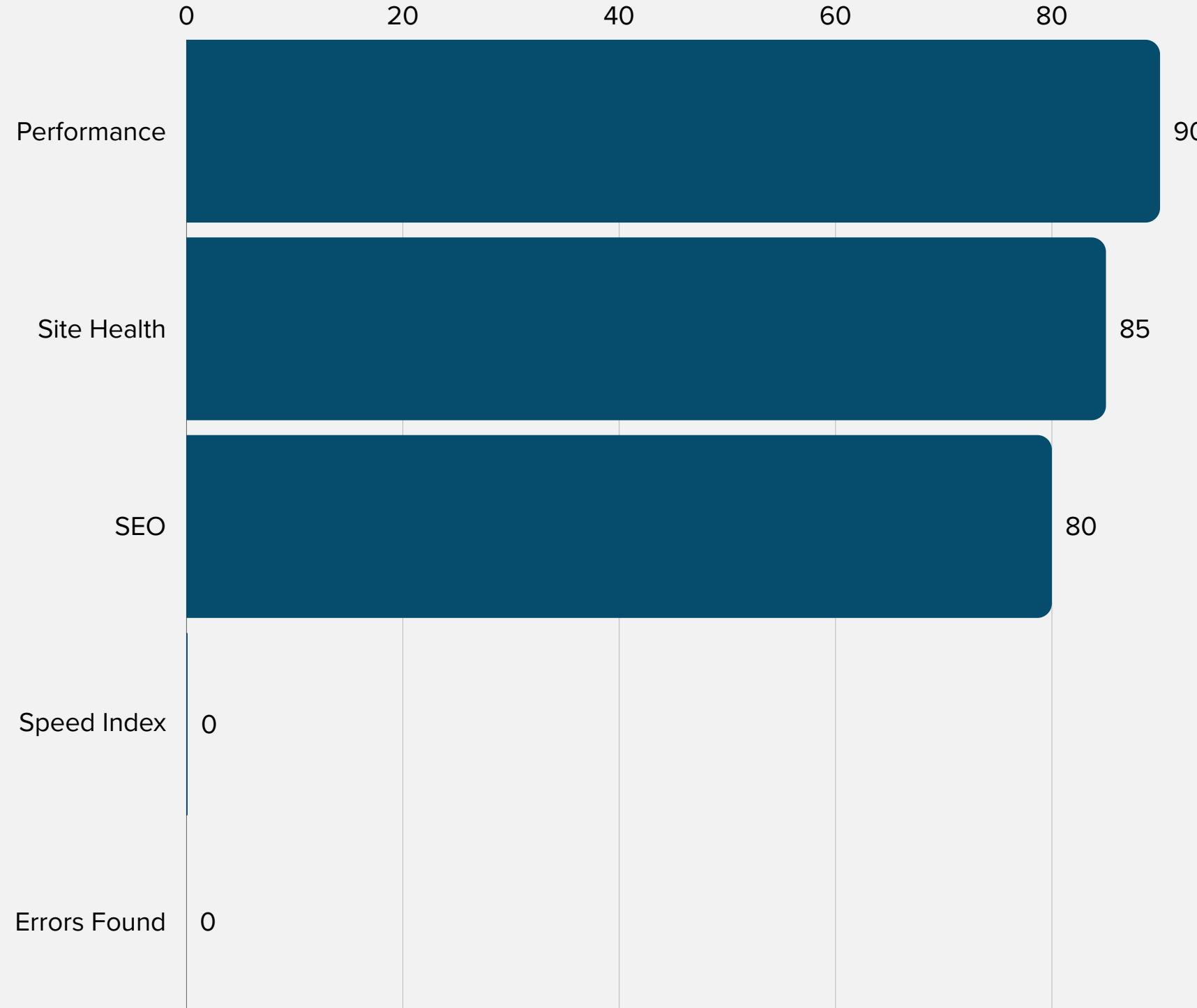
Current Performance



Issues

- Title Tag Contains 130 Characters but Should be below 60.
- Text-to-HTML Ratio is 8.34% but Should Be around 15% to 20%.
- Missing XML Sitemap.
- 47 Broken Links found.
- High Loading Time.
- Missing 404 Error Page.

Final Analysis



SEO Score:

- Aim for an SEO score above 80 out of 100.

Performance:

- Target a performance score above 90 out of 100 for both mobile and desktop.

Errors Found:

- Aim for zero critical errors (like server errors) and minimal broken links.

Site Health:

- Ensure your website is secure with HTTPS and scores well on security headers (A or A+).

Speed Index:

- Target a Speed Index score of under 3 seconds.

Proposed Enhancements

New Features with Benefits

Blog Page



Benefits

- Improved SEO
- Regular updates with industry news and insights
- Enhanced User Engagement
- Social handle back links

Career Page



Benefits

- Hiring good talents
- Easy application
- Providing Internship opportunities

Client Voices



Benefits

- Builds trust
- Encourages trust in your services.
- Builds a positive company image.

Proposed Enhancements

New Features with Benefits

Chat Integration



Benefits

- Instant messaging feature for immediate assistance.
- Chatbot for quick answers to common questions.

Contact Form



Benefits

- Collecting required information from the clients.
- Makes website more professional.

Project Flow

Phase 1: Project Initiation and Planning

Documenting project requirements and obtaining layout approval from stakeholders.

Phase 3: Project Preview and Review

Presenting a preliminary preview of the project to clients for feedback and validation.

Phase 5: Comprehensive Testing and Quality Assurance

Conducting thorough testing and validation across all aspects of the project to ensure functionality, performance, and user satisfaction.



Phase 2: Data Collection and Integration

Gathering necessary data and inputs from clients to integrate into the project framework.

Phase 4: Client Feedback and Iteration

Collecting and incorporating client reviews to refine and enhance the project as per their requirements.