**A black background with colorful letters

Description automatically generated**

Date: 15-07-2024

Prepared by: Grafikos

Department: Development Team

**Subject**: *Proposal for Adding New Features to www.grafikos.in Using WordPress*

**Introduction**

This proposal outlines the plan to enhance the current website, www.grafikos.in, by adding several new features using WordPress. These enhancements aim to improve user engagement, streamline content management, and modernize the site’s design.

**Existing Website Overview:**

**Pages:**

**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 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.
* 36 pages have duplicate content
* High Loading Time.
* Missing 404 Error Page.
* There is no Google Analytics Tag.

**Proposed Features**

* Blog Page
* Career page
* Testimonial Slider
* Chat Integration & Contact Form

**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.

**Chat Integration**

***Benefits:***

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

**Contact Form**

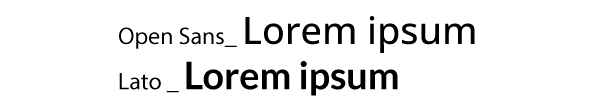
***Benefits:***

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

**Typography**

**Fonts used on the Website:**

* 1.Open Sans
* 2.Lato



**Logo:**

We get logo from client side

**Colors used on the Website:**

* #FF0000 - Red
* #D3D3D3 - Light gray
* #000000 – Black



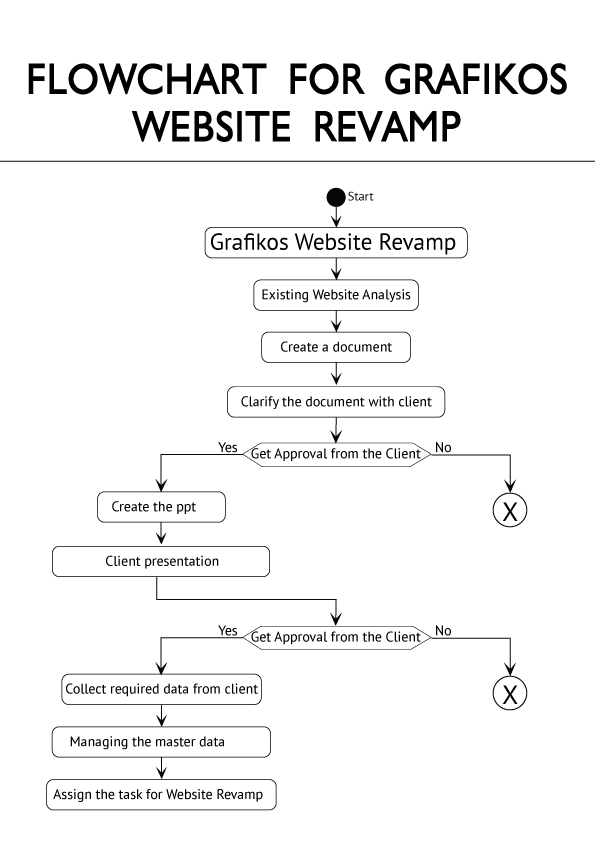
**Tools used for creating Wireframes & UI**

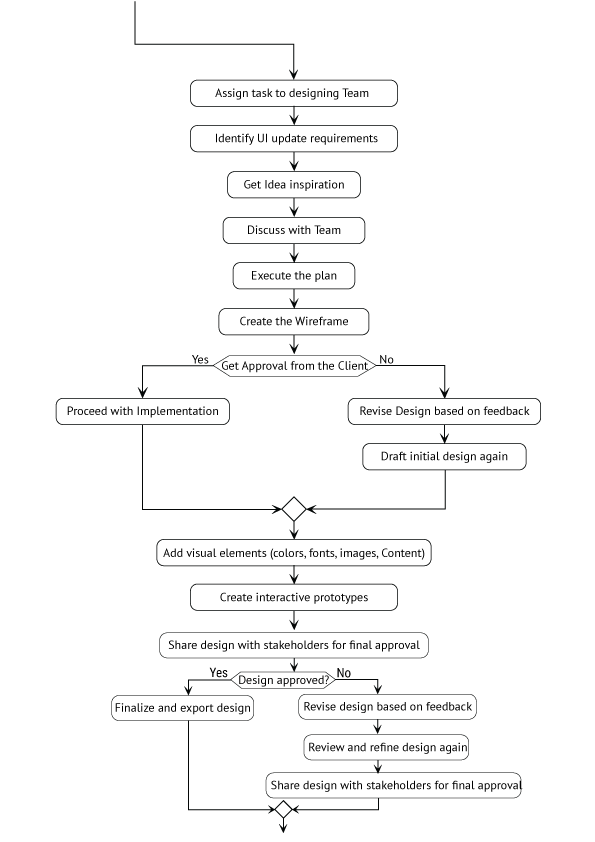
* Figma
* Photoshop & Illustrator

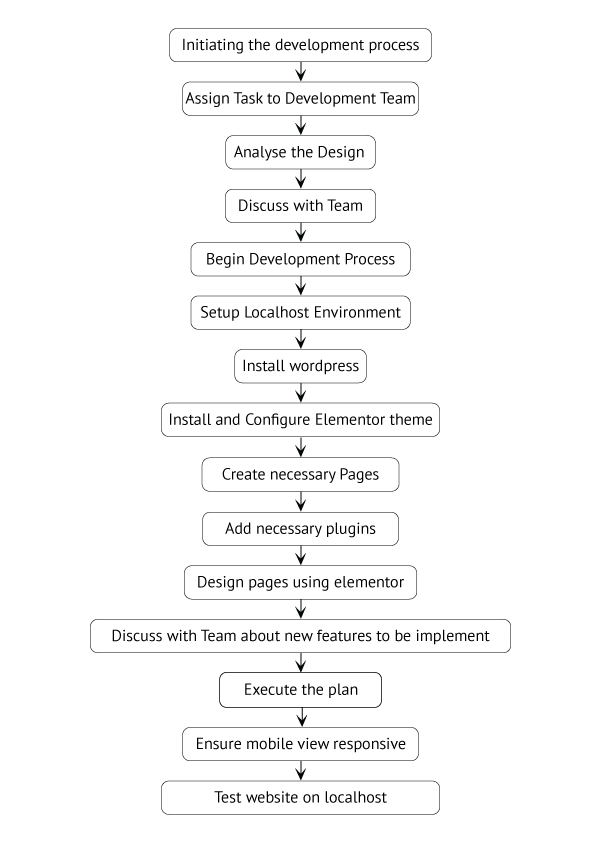
**Images and Content**

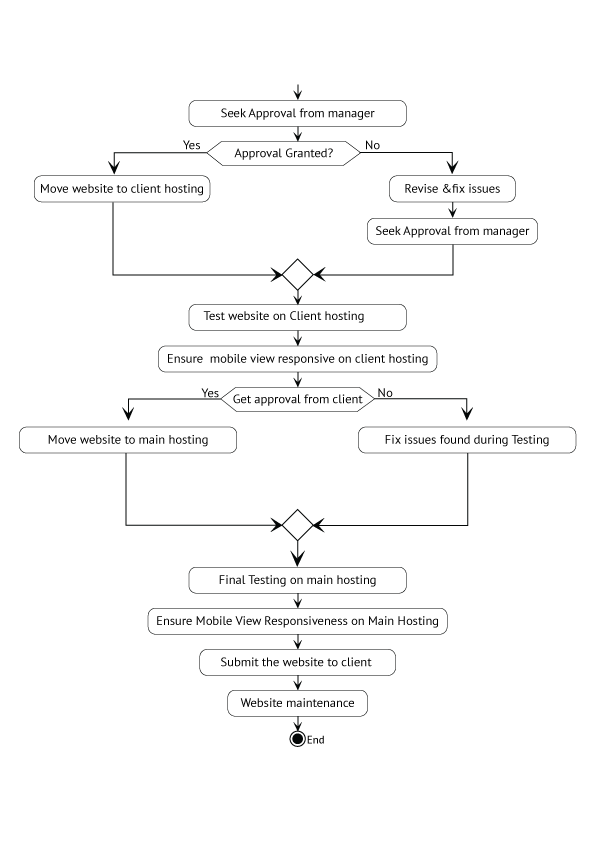
* We will get images from client side and also, we create Images.
* Tools like Freepik, Adobe Shutterstock (Licensed)
* For content, we will create or else we get it from client.

**Project Flow**

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