



Website Review Report

www.cloudproductivity-solutions.com 🔍



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Africa's Through The Line Marketing & Advertising Agency

Prepared by E&M Creative



01 General Information

- Website URL: <https://cloudproductivity-solutions.com/>

Purpose: To provide technology solutions and services, focusing on helping businesses modernize their operations and improve productivity through cloud-based tools and services.

Target Audience: Small, Medium, and Enterprise organizations across various sectors.

Security: The website uses SSL encryption, ensuring secure communication. The focus on cybersecurity in their services is also reflected in their site's security measures.



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02 Review: User Experience

Design:

Your design theme is nice. Main colors orange, black and white project trust and seriousness. However, the font is not consistent. Just on the first page of the website we have different fonts being used. I would suggest using a standard font across the whole website and in your graphics too to bring harmony and consistency.

Example, Blog Page. Content can be presented and arranged in a better way. And presentation of the pages with blog content presented in a uniform manner. Check this page <https://cloudproductivity-solutions.com/index.php/2023/02/20/elementor-11421/> compared to <https://cloudproductivity-solutions.com/index.php/2023/02/27/improving-workplace-well-being-in-kenya/>, the page design for presentation of the content are different.

Website Logo

Should be uniform in terms of design. The logo used on the header is not same compared to the one on the footer part (design-wise). A close look at the wording “Productivity Solutions”, you’ll see on the footer logo, it does not span the whole width for the last letter ‘s’ to be directly under the letter ‘d’ on the word Cloud. Logo should be redesigned.



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The UI (User Interface) needs a revamp. The arrangement and presentation of content should be done in a modern and presentable format to allow a good flow of information. For example, there should be a presentation of the solutions the company offers under the section (found on the landing page) in the screenshot below.

Our Managed IT Solutions

Enterprise solutions to assist your company to manage the workforce

The client logos should be presented in a carousel, this way they would take less space on the mobile view of the page. The spacing between different sections and content should be precise and consistent to bring out uniformity in the design.



Content presentation:

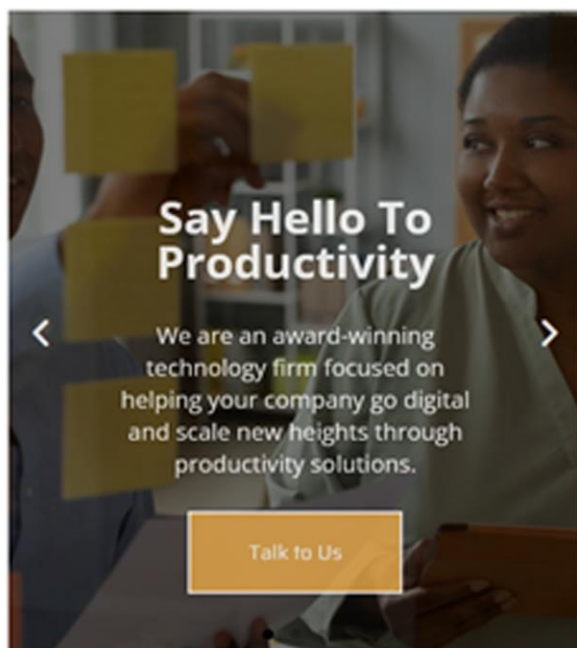
Content like pricing should be presented in properly designed tables to give the appearance of proper spacing and segmentation.

Clear structure and navigation:

The structure and the navigation of your website are clear. The only minor suggestion I have is to include the company's social media pages links and some contact details on the header part. And extend the header width to fully fit the site width as the header appears to be small compared to the site content width.

Mobile-friendliness/ Responsiveness:

Your website's theme is generally mobile-friendly, but there is a problem with some of the elements – the logo part on the mobile view is too big and not properly aligned. Some content on other pages don't fit in their respective containers, flowing out of the specified regions. This is how it looks on my phone:



Industry Leader

Our regional and international awards affirm our promise of digital transformation for your business.

Strategic Partnerships

We have partnered with the best to ensure our solutions deliver as expected, if not more.

Results Focused

We work with you to address your most critical needs, providing personalized solutions to keep you moving.

Expert Support

We're fast, friendly, and we know our work. Reach out to our team and we'll be more than happy to assist in the shortest time possible.

Page loading speeds:

Desktop view scores 67/100 and mobile view scores 52/100. These scores can be improved by optimizing the site content, mostly images and minimizing the JS and CSS scripts running when pages are loading.

03 Review: SEO

This screenshot from a Google testing tool PageSpeed Insights shows that your homepage scores 52/100 on mobile and 67/100 on desktop:

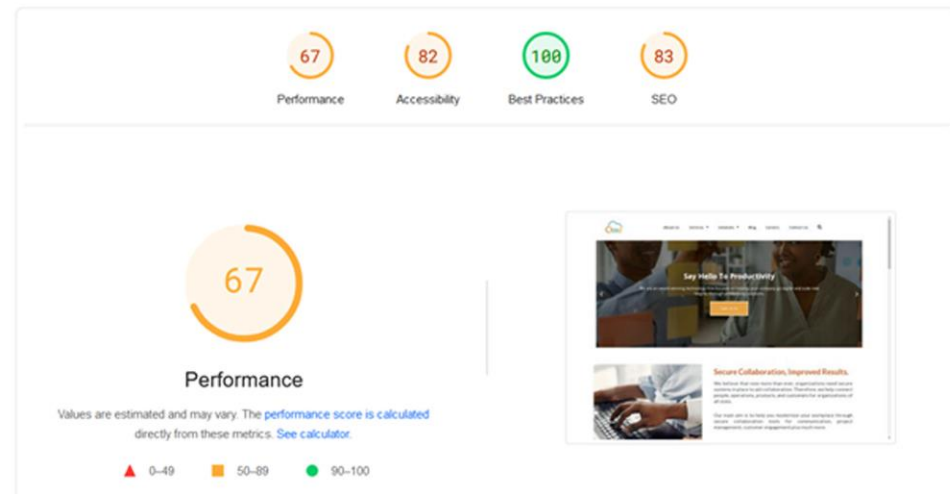
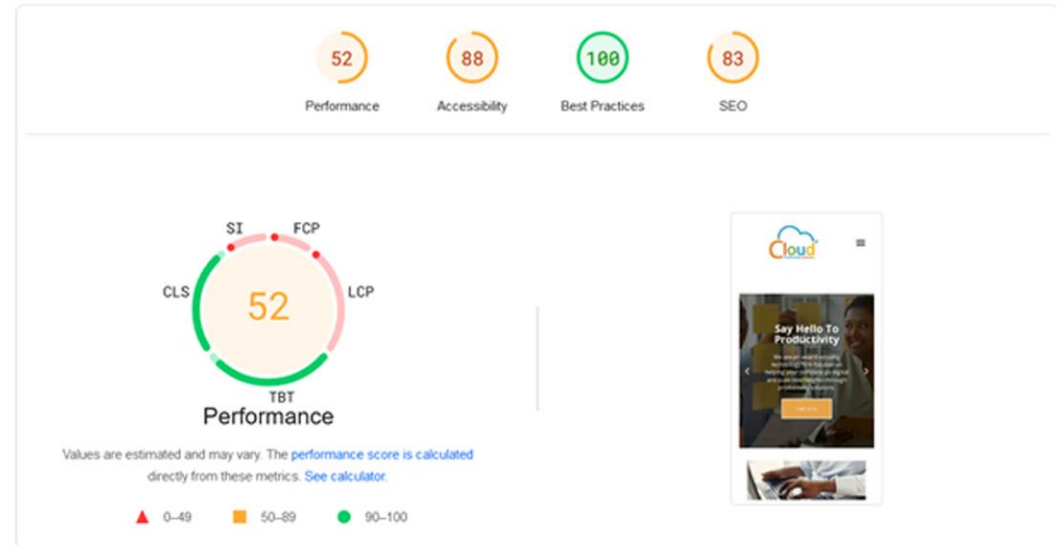
The easiest wins here for you would be to optimize the images and to enable browser caching.

On-page SEO Elements:

Proper use of title tags, meta descriptions, and headers. Keywords related to cloud solutions and productivity tools are effectively utilized.

Keyword Usage:

Keywords are well-integrated into the content, improving search engine visibility.



Backlinks and Domain Authority:

The site has a moderate number of backlinks, contributing to its domain authority and search engine ranking.

Permalinks:

The URL to other pages is not set up correctly for proper search engine indexing. The URL to other pages should not contain the index.php part. And on blogs it should arrange the URL categories by category name and not dates, for easy indexing readability. Sample URL <https://cloudproductivity-solutions.com/index.php/2023/02/27/improving-workplace-well-being-in-kenya/>

03 Recommendations

UI/ UX Design:

- ▶ The whole website should be redesigned with a mobile-first approach perspective to better the mobile responsiveness of the website. A custom design be prioritized to reduce the dependency of some plugins when a theme is used instead.
- ▶ The site should utilize same font site-wide with headings having different sizes. There should be a brand guideline to outline the official fonts and logo variations used by the company.
- ▶ All custom graphics to be used on the website should be redesigned to have the same font.

- ▶ Content should be reviewed to come up with a better arrangement and presentation, with clear CTAs (Call-to-action buttons) defined.
- ▶ Site header and footer well designed to fit the website design.
The company logo to be reworked and presented in a clear and uniform manner. Company font should be used in the writings on the logo.
- ▶ All content should be optimized with images being resized properly not to lose quality.
- ▶ Site plugins be reduced to a minimal number and some of the functionality which can be added via code added to improve on site loading speed by reducing the number of scripts being loaded when accessing the site.

SEO:

- All images and content optimized to improve site speed.
- Headings well utilized on all pages (each page to have only one H1 heading)
- Permalink structure be changed to include category names and remove the index.php on subsequent pages.
- All images to have an alt attribute added to improve on SEO scores and better the site indexing on search engines.

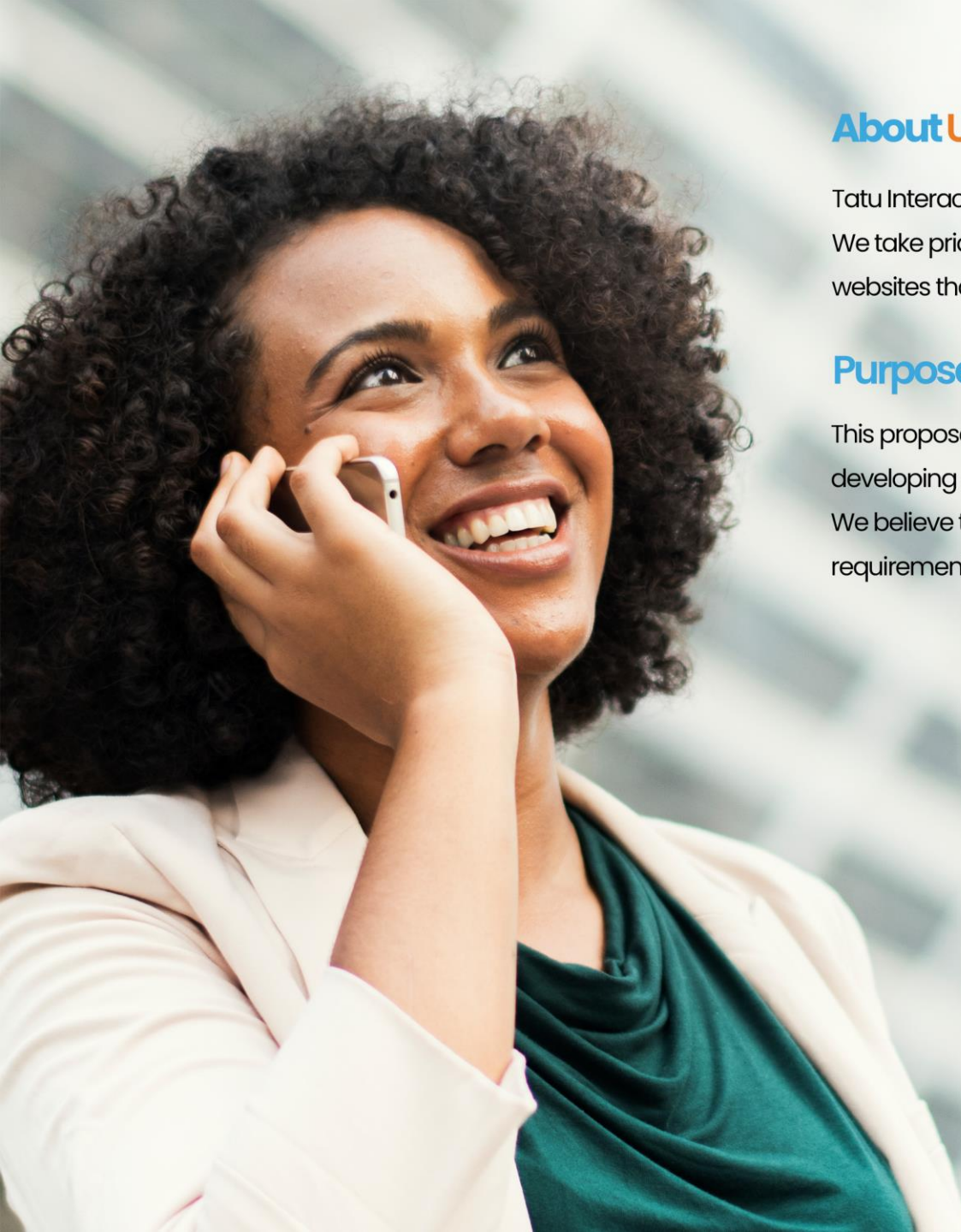


Project Proposal



Prepared by E&M Creative

2024



About Us

Tatu Interactive has been in the web development industry for 6 years. We take pride in creating efficient, user-friendly, and high-performing websites that cater to the diverse needs of our clients.

Purpose of This Proposal

This proposal aims to outline our approach, techniques, and pricing for developing a website tailored specifically for Cloud Productivity Solutions. We believe that our expertise and dedication will align perfectly with your requirements and vision.

CLIENT NEEDS ASSESSMENT

Understanding Your Needs

Before we begin our design and development process, it's essential to thoroughly understand the objectives behind your website project. This ensures the final product aligns with your vision and meets your specific goals.

Project Goals and Objectives

Goal 1:

Increase online visibility and engagement by 20% over the next year.

Goal 2:

Develop a mobile-responsive design to cater to a growing number of mobile users.

Target Audience:

Our primary audience will be professionals and businesses looking for cloud productivity solutions to enhance their operational efficiency.



Project Overview

A Snapshot of the Proposed Website

We envision a website that not only meets your objectives but exceeds them. By integrating modern design principles with robust functionality, we aim to create a platform that fosters engagement and drives results.

Description and Features

Website Type: Informational and service-oriented platform

Key Features:

- o User-friendly navigation system
- o Interactive service galleries
- o Blog integration for content marketing
- o Contact forms for inquiries and support

Desired Outcomes

Engagement	Conversion	Growth
We aim to design the site to encourage user interaction and prolonged visits.	With clear calls to action and an intuitive user interface, our goal is to optimize the site for higher conversion rates.	The website will be scalable, ensuring it remains efficient as traffic grows and as new features are introduced.

Technical Approach

Crafting a Robust Solution

The backbone of any effective website lies in its technical foundation. We leverage industry-best practices and cutting-edge technologies to ensure the site's performance, security, and scalability.

Proposed Technical Solution

Platform & Technologies:	WordPress with a custom theme
Architecture:	A three-tier architecture with separate layers for presentation, logic, and data
Responsive Design:	Ensuring compatibility across all devices, from desktops to smartphones
SEO Optimized:	Adherence to SEO best practices to make sure the website ranks well on search engines

SCOPE OF WORK

Crafting an exceptional website requires a structured approach. Here's a breakdown of our project components and the tentative timeline we propose to follow:

<ul style="list-style-type: none">• Design work:<ul style="list-style-type: none">o Logo redesign	<ul style="list-style-type: none">• Front-end Development<ul style="list-style-type: none">o Designing a user-friendly interfaceo Implementing responsive designo Integration of interactive elements	<ul style="list-style-type: none">• Back-end Development<ul style="list-style-type: none">o Setting up the server, database, and necessary APIso Ensuring data security and encryptiono Implementing user registration and authentication
<ul style="list-style-type: none">• CMS Integration Custom WordPress development to ensure easy content management		

Client Responsibilities

A successful web development project is a collaborative effort. While we are committed to delivering an outstanding website, we will require some inputs and active participation from your side:

Content Provision:

Please provide all necessary content, including text, images, videos, and any other media, in the formats we specify.

Feedback and Revisions

Timely feedback at each stage of development will ensure the project remains on track. We kindly ask for feedback within 3 days of receiving a draft or update.

Access:

Grant us necessary access to hosting, domain registration, and any other platforms or tools required for the development process.

Point of Contact

Designate a single point of contact within your organization to streamline communication and decision-making.

Training Sessions

Attend training sessions for using and updating the website.

We believe that with your active involvement and our expertise, we can craft a website that truly stands out.



ESTIMATED PROJECT COST & WORK PLAN

The table below outlines the work process phases, milestones, due dates, deliverables and fees needed to complete this project. This four-phase process begins at the concept phase where everything is planned, then the design phase where look and feel (artwork) is produced, next is the technical phase where design is given life, and finally the testing phase where everything is thoroughly tested and reviewed. This process is designed to ensure project efficiency and your complete satisfaction.

Concept Phase

Milestone	Due Date	Deliverables	Fee (KES)
Information Architecture	Week 1	Site map Info Layout	

Design Phase

UI/ UX Design	Week 1	User Research and Analysis Wireframing and Prototyping UI Design UX Design	60,000
Frontend Development	Week 2	Designing a user-friendly interface Implementing responsive design Integration of interactive elements	40,000

Technical Phase

Backend Development	Week 3-4	Setting up the server, database, and necessary APIs Ensuring data security and encryption Implementing user registration and authentication	50,000
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Milestone	Due Date	Deliverables	Fee (KES)	
Test Phase	Week 5	Setup & Integration of Analytics		
	Initial Test	Week 5	Upload website to server Tested Interface Tested form and email	20,000
	Site Launch & Training	Week 6	Move site to live status Training on WordPress	

SUB TOTAL: 170,000
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Thank you



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