

Sticky CTA Buttons Update

Overview

Added sticky call-to-action buttons to all service pages that follow users as they scroll, making it easy to book or view pricing at any time.

Changes Made

1. New Sticky CTA Button Component

- **File:** /components/sticky-cta-button.tsx
- **Features:**
 - Appears after scrolling 300px down the page
 - Auto-hides when user reaches the final CTA section (to avoid duplication)
 - Contains two action buttons:
 - **Book Now:** Triggers scheduling/consultation booking
 - **View Pricing:** Smooth scrolls to pricing section
 - Responsive design for mobile and desktop
 - Clean, semi-transparent backdrop with blur effect

2. Updated Service Pages

Added the sticky CTA button to all service detail pages:

- /app/services/web-design/page.tsx
- /app/services/seo/page.tsx
- /app/services/social-media/page.tsx
- /app/services/ad-management/page.tsx
- /app/services/app-development/page.tsx
- /app/services/ai-solutions/page.tsx

3. Fixed Broken Links

- **Issue:** Bundle services were linking to /services/pricing which didn't exist
- **Fix:** Updated /app/services/page.tsx to redirect to /pricing instead
- **Location:** Line 258 - Added conditional logic to handle the pricing slug

4. Navigation Enhancement

- Made the "Services" button in the navigation also link to /services page
- Maintains dropdown functionality while providing direct navigation option

User Experience Improvements

Before

- Users had to scroll all the way to the bottom to take action
- CTAs were only visible at the top (hero section) and bottom of pages
- No easy way to access pricing while reading service details

After

- Sticky button follows users as they scroll through service details
- Two clear action options always visible:
- Book consultation immediately
- Jump to pricing section quickly
- Button smartly hides when reaching the final CTA to avoid redundancy
- Improved conversion potential by reducing friction

Technical Details

Sticky Button Behavior

- Visibility triggers at 300px scroll
- Hides when near **final** CTA section (detects #ctaSection)
- Uses fixed positioning at bottom **of** viewport
- Semi-transparent backdrop **with** blur **for** modern look
- Smooth animations **for** appearance/disappearance

Mobile Responsive

- Buttons stack vertically on mobile
- Full-width buttons for easy tapping
- Compact padding to minimize screen real estate usage

Pricing Display

All service pages continue to show:

- Individual pricing tiers with features
- Comparison between different service levels
- Clear pricing for both one-time services and monthly packages
- CTA buttons on each pricing card

Testing

- TypeScript compilation passed
- Next.js build successful
- All service pages render correctly
- Sticky buttons appear/disappear as expected
- Book Now and View Pricing buttons functional
- Mobile responsive design verified

Known Cosmetic Issues (Non-Blocking)

- Duplicate blog images (existing issue, does not affect functionality)
- Dynamic server usage warnings (expected for authenticated routes)
- Some audit modal contrast issues (existing cosmetic issue)

Deployment Status

- Checkpoint saved successfully
 - Changes deployed to: cdmsuite.abacusai.app
 - Ready for user testing
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Date: October 18, 2025

Status: Complete

Next Steps: User can test the sticky CTA buttons on any service page by scrolling through the content