



# Markyway<sup>TM</sup>

## Scope Of Work

### 1. Starken Group Website ([starkenventure.com](http://starkenventure.com))

#### Objective:

Design and develop a professional, responsive, and SEO-friendly corporate website for **Starken Group** to showcase its brand identity, group companies, industries served, client base, achievements, and career opportunities.

#### Website Pages:

##### 1. Home

- Overview of Starken Group
- Key highlights, CTAs, and featured sections

##### 2. About Us

- Milestones & Achievements
- Certifications
- Gallery (Photos & Videos)

##### 3. Companies

- Profiles of subsidiary/group companies

##### 4. Industries/Domain

- Overview of industries/domain we are operating in detailed information

##### 5. Clients

- Client logos

##### 6. Career

- Current job openings
- Resume submission form

##### 7. Blogs

- 3 Blogs (Industry insights, updates, and company news)

##### 8. Contact Us

- Inquiry form
- Office locations with map integration

## Technical Requirements:

- **Tech Stack:** Next.js, Tailwind CSS, Framer Motion, Shadcn/UI
  - **Hosting:** Hostinger Premium Webhosting Plan
  - **Deployment:** FTP-based file deployment to server
  - **SEO Optimization:** On-page SEO best practices
  - **Security:** SSL certificate
  - **Performance Optimization:** Code splitting, lazy loading, and image optimization
  - **Analytics Integration:** Google Analytics for traffic and behavior tracking
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## 2. Starken Constroworld (starkencw.com)

### Objective:

Design and develop a modern, responsive, and SEO-optimized website for **Starken Constroworld** to showcase its trading/products portfolio, company overview, client base, and career opportunities.

### Website Pages:

1. **Home**
  - Brief company intro
  - Highlight key products/services
  - Call-to-actions for contact and careers
2. **About Us**
  - Company background
  - Mission, vision, and core values
  - Redirection link to group website
3. **Products / Trading**
  - Listing of products offered
  - Categories with descriptions and specifications
4. **Clients**
  - Showcase of major clients (logos)
5. **Career**
  - Current openings
  - Resume submission/contact form
6. **Contact Us**
  - Inquiry/contact form
  - Address, phone, email
  - Google Maps integration

## Technical Requirements:

- **Tech Stack:** Next.js, Tailwind CSS, Framer Motion, Shadcn/UI
  - **Hosting:** Hostinger Premium Webhosting Plan
  - **Deployment:** FTP-based file deployment to server
  - **SEO Optimization:** Page-level SEO and metadata setup
  - **Security:** SSL certificate and form spam protection
  - **Performance Optimization:** Lazy loading, optimized assets, and fast loading time
  - **Analytics Integration:** Google Analytics for visitor tracking
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### 3. Shrinidhi Innotech (shrinidhiipl.com)

#### Objective:

Design and develop a clean, responsive, and SEO-friendly website for **Shrinidhi Innotech** to present its product offerings, company background, client base, and career opportunities in a professional and user-friendly format.

#### Website Pages:

1. **Home**
  - Company overview
  - Highlighted products and solutions
  - Key clients or industries served
  - Call-to-actions for contact or inquiry
2. **About Us**
  - Company background
  - Mission, vision, and values
  - Infrastructure or certifications (if applicable)
  - Redirection link to group website
3. **Products**
  - Product categories and detailed listings
  - Descriptions, specifications, and images
4. **Clients**
  - Showcase of key clients (logos)
5. **Career**
  - Open positions
  - Resume upload/application form
6. **Contact Us**
  - Contact form
  - Company address, phone number, email
  - Google Maps integration

#### Technical Requirements:

- **Tech Stack:** Next.js, Tailwind CSS, Framer Motion, Shadcn/UI
- **Hosting:** Hostinger Premium Web Hosting Plan
- **Deployment:** FTP-based deployment to server
- **SEO Optimization:** Meta tags, page titles, and structured content
- **Security:** SSL certificate and spam-protected contact forms
- **Performance Optimization:** Optimized assets, responsive layout, and fast load speeds
- **Analytics Integration:** Google Analytics for traffic monitoring

[www.markyway.com](http://www.markyway.com)