

## Weak Branding & Design Vision

- Use the benchmark (*Alloy Entertainment*) to come up with a **design strategy** for BAUHAUS.
- **how will you use the colour palette, typography, imagery, and layout choices** will express BAUHAUS's unique brand identity and target audience. Check the typography we used for the logo and adapt.
- The benchmark appears as a **visual reference**, let your proposal should show how BAUHAUS will *differ* from Alloy rather than *replicate* it.
- How will you **design decisions translate to our values, and also reflect Bauhaus storytelling**,

## 2. Limited User Experience (UX) Discussion

- The proposal has user experience; for instance, how users will navigate the site, access key content, or engage with BAUHAUS's portfolio.
- We also need to know your strategy for **SEO, accessibility, or mobile optimization**, which are central to user retention and discoverability.
- Let your iteration of the proposal be user-centric **in design strategy**.

## 3. Visual & Structural Presentation

- You shared a sitemap, but it is **integrated into the proposal** to help us visualize how each section connects to the Bauhaus story.
- Can you share another **mockup, you share only one...we need to be able to see two or three design outcomes and select**.
- You need to bridge the gap between sitemap and the final look-and-feel with those mockups...kindly provide them.

## WHAT WE WOULD LIKE TO SEE ADDITIONALLY

# 1. Search Engine Optimization (SEO)

**Goal:** Improve BAUHAUS's visibility, ranking, and discoverability across search engines.

## On-Page SEO

- Use **keyword research** to identify 10–15 key phrases relevant to BAUHAUS (e.g., *architecture design Lagos, modern design studio Nigeria, Bauhaus-inspired interiors*).
- Optimize all key pages (Home, About, Portfolio, Services, Contact) with:
  - Meta titles & descriptions (under 160 characters).
  - Header tags (H1, H2, H3) structured around target keywords.
  - Optimized image alt-texts and filenames (e.g., *bauhaus-interior-project-lagos.jpg*).
- Integrate **SEO-friendly URLs**, e.g.:
  - [bauhaus.com.ng/portfolio](https://bauhaus.com.ng/portfolio)
  - [bauhaus.com.ng/contact](https://bauhaus.com.ng/contact)

## Technical SEO

- Enable **fast page load** through image compression, caching, and minified code.
- Use **XML sitemaps** and **robots.txt** for better indexation by Google.
- Install **Google Search Console** and **Google Analytics 4** for performance tracking.
- Add **structured data markup (Schema.org)** for portfolio and business details to enhance search result appearance.

## Content SEO

- Create a **blog or insights section** featuring design stories, project highlights, and brand philosophies.
- Include **internal links** between related pages to improve navigation and site authority.

- Ensure consistent brand tone and keyword use in all copy.

## 2. Accessibility Optimization

**Goal:** Ensure all users including those with disabilities can interact effectively with the website.

- Follow **WCAG 2.1 AA standards** for web accessibility.
- Provide **alt text** for all images to aid screen readers.
- Maintain **high color contrast** between text and backgrounds for readability.
- Use **semantic HTML tags** (e.g., `<header>`, `<nav>`, `<main>`, `<footer>`) for structure and accessibility tools.
- Ensure all forms have **labelled fields**, **focus states**, and **error messages** for user clarity.
- Include **keyboard navigation support**, allowing users to tab through menus and forms.
- Provide **transcripts or captions** for any embedded videos.

## 3. Mobile Mobile Mobile Optimization

**Goal:** Deliver a seamless, fast, and visually consistent experience across all devices.

- Implement **responsive design** using fluid grids and scalable typography.
- Optimize for **mobile-first indexing** ... ensuring mobile speed, layout, and content match or exceed desktop.
- Use **breakpoints** for key device widths (e.g., 320px, 768px, 1024px).
- Test across multiple devices and browsers (Android, iOS, Chrome, Safari, Edge). I will be good to share with us, so we can also test across devices too.
- Use **lazy loading** for media-heavy pages to reduce initial load time.
- Keep **navigation simple and thumb-friendly**; collapsible menus, large clickable buttons.
- Minimize pop-ups or intrusive elements that affect mobile usability.

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#### 4. Performance & Continuous Improvement

- Set up **monthly SEO performance reports** to monitor traffic, keyword ranking, and site health.
- Use **Google PageSpeed Insights** and **Lighthouse** to audit performance regularly.
- Schedule **quarterly accessibility checks** to maintain compliance after content updates.
- Run **mobile usability tests** after every major update or design change.

Update the proposal...social media, seo optimization, mobile optimization, loading speeding...colour palette, logo, typography.