Preet Tech - Digital Agency Website Structure Plan

Executive Summary

This document outlines a comprehensive website structure for Preet Tech, a full-service digital agency offering Project Management, Business Consulting, E-commerce Solutions, Advanced Technology Services, Social Media Marketing, Content Creation, App Development, Software Development, and Business Tools. The structure is designed for modern user experience with clear navigation and service-focused architecture.

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1. Website Structure Overview

1.1 Site Architecture Type

Structure: Hierarchical with Service-Centric Design

Primary Navigation: Top horizontal menu with dropdown mega menus
Secondary Navigation: Footer sitemap with quick links
Mobile Navigation: Hamburger menu with collapsible sections

1.2 Total Pages

Core Pages: 7
Service Pages: 11
Supporting Pages: 6
Total: 24 pages

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2. Main Navigation Structure

Homepage

```
└── About Us
└── Services (Dropdown Mega Menu)
├── Performance Marketing (PM)
├── Start Your Business
├── E-commerce Solutions
├── Advanced Services
├── Social Media Marketing
├── Content Creation
├── App Development
├── Software Development
├── Tools for Business
├── No Investment Business Model
└── All Services Overview
└── Portfolio
└── Blog
└── Contact Us
```

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3. Detailed Page Structure

3.1 Homepage

URL: / or /home

Purpose: First impression, value proposition, service overview, lead generation

Key Sections:

1. **Hero Section**
   - Headline: "Preet Tech - Complete Digital Solutions for Modern Businesses"
   - Subheading: "From idea to execution, we build, market, and grow your digital presence"
   - Primary CTA: "Start Your Project"
   - Secondary CTA: "View Our Services"
   - Hero visual: Animated illustration or professional photo

2. **Services Grid Overview**
   - 11 service cards with icons
   - Each card: Icon, Service Name, 2-line description, "Learn More" link
   - Grid layout: 3 columns on desktop, 1 column on mobile
3. **Why Choose Preet Tech**
   - 4-6 key differentiators
   - Statistics: Projects completed, Clients served, Years of experience
   - Trust badges and certifications
4. **Featured Projects**
   - Carousel showcasing 6-8 recent projects
   - Mix of services (apps, websites, campaigns)
   - Visual thumbnails with service type badges
5. **Client Video Testimonials**
   - Video slider/carousel with 3-4 client testimonials
   - Video thumbnails with play button overlay
   - Client name, company, and role displayed
   - Click to play video in modal or inline
   - Auto-advance carousel option
6. **How We Work**
   - 4-step process visualization
   - Discovery → Strategy → Execution → Growth
7. **Call-to-Action Section**
   - "Ready to Transform Your Business?"
   - Contact form or consultation booking
   - Contact details visible

SEO Keywords: Digital agency India, complete digital solutions, web development, app development, digital marketing services

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3.2 About Us

URL: /about or /about-us

Purpose: Build trust, showcase team, communicate values

Key Sections:

1. **Company Story**

- Preet Tech's origin and mission
- 300-400 words narrative
- Timeline of milestones
2. **Mission & Vision**
   - Mission statement
   - Core values (Innovation, Quality, Client Success)
   - Vision for future
3. **Meet the Team**
   - Grid of team members
   - Photos, names, roles, brief bios
   - LinkedIn profile links
4. **Our Approach**
   - Work methodology
   - Technology stack we use
   - Quality assurance process
5. **Awards & Recognition**
   - Certifications
   - Client success metrics
   - Industry recognition

SEO Keywords: About Preet Tech, digital agency team, our story, who we are

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4. Service Pages Structure

4.1 Services Hub Page

URL: /services

Purpose: Overview of all services with navigation to individual service pages

Key Sections:

1. **Services Overview Grid**
   - All 11 services displayed
   - Icon, name, short description, link to detailed page
2. **Service Categories**
   - Marketing Services (Performance Marketing, SMM, Content Creation)

- Technology Services (App Dev, Software Dev, Tools)
- Business Services (Start Business, E-commerce, No Investment Model)
- Marketing Services (SMM, Content Creation)
- Advanced Services (cutting-edge tech solutions)

3. **How We Deliver**
   - Process explanation
   - Technology stack showcase
   - Quality guarantees

4. **Pricing Approach**
   - Link to pricing page
   - "Custom packages available"
   - Free consultation offer

4.2 Individual Service Pages

Each service page follows this template structure:

Common Structure for All Service Pages:

1. **Hero Section**
   - Service name as H1
   - Compelling value proposition
   - Visual representing the service
   - Quick CTA button

2. **What We Offer**
   - 2-3 paragraphs explaining the service
   - Key benefits bullet points
   - Problems we solve

3. **How Your Business Can Grow**
   - Compelling section showcasing business growth potential
   - 3-4 key growth outcomes with icons
   - Measurable benefits (revenue increase, time savings, customer growth)
   - Visual representation (growth chart, before/after metrics)
   - Real statistics or case study highlights
   - Example benefits:
     - "Increase Revenue by 3X"
     - "Save 20+ Hours Per Week"
     - "Reach 10X More Customers"

- "Reduce Costs by 40%"
4. **Features/Deliverables**
    - Grid of specific offerings under this service
    - Icons and descriptions
5. **Our Process**
    - Step-by-step workflow
    - Timeline estimates
    - Visual process diagram
6. **Technologies/Tools Used**
    - Tech stack for this service
    - Logos and brief explanations
7. **Pricing Packages** (optional per service)
    - Starter, Growth, Enterprise tiers
    - Or "Request custom quote"
8. **Case Studies/Portfolio**
    - 2-3 relevant project examples
    - Results achieved
9. **FAQ Section**
    - 5-7 common questions
    - Expandable accordion
10. **CTA Section**

- "Ready to get started?"
- Contact form specific to this service

Service Page 1: Project Management (PM)

URL: /services/project-management

Purpose: Drive measurable results through data-driven marketing campaigns

Unique Content:

- **What We Offer:**
    - ROI-focused marketing campaigns
    - Google Ads management (Search, Display, Shopping)
    - Facebook and Instagram paid advertising
    - LinkedIn B2B advertising
    - YouTube ads and video marketing

- Conversion rate optimization (CRO)
- Landing page optimization
- A/B testing and analytics
- Marketing automation
- Retargeting campaigns
- **Who Needs This:**
  - E-commerce businesses seeking sales growth
  - B2B companies generating quality leads
  - Startups needing rapid customer acquisition
  - Businesses with measurable KPIs
- **Tools We Use:**
  - Google Ads & Google Analytics
  - Facebook Ads Manager
  - LinkedIn Campaign Manager
  - Google Tag Manager
  - Hotjar for behavior analysis
  - Custom analytics dashboards

SEO Keywords: performance marketing services, PPC management India, Google Ads agency, paid advertising services

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Service Page 2: Start Your Business

URL: /services/start-your-business

Purpose: Help entrepreneurs launch new businesses

Unique Content:

- **What We Offer:**
  - Business idea validation
  - Business plan development
  - Legal compliance assistance (company registration)
  - Brand identity creation (logo, name, tagline)
  - Initial website setup
  - Market research
  - Launch strategy
- **Who Needs This:**
  - First-time entrepreneurs
  - Individuals with business ideas

- Professionals transitioning to entrepreneurship
- **Deliverables:**
  - Complete business plan document
  - Registered business entity
  - Brand identity package
  - Launch-ready website
  - Marketing strategy roadmap

SEO Keywords: start a business in India, business startup services, entrepreneur support, business registration

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Service Page 3: E-commerce Solutions

URL: /services/ecommerce or /services/online-shop

Purpose: Build online stores and e-commerce platforms

Unique Content:

- **What We Offer:**
  - Custom e-commerce website development
  - Shopify store setup and customization
  - WooCommerce development
  - Payment gateway integration
  - Inventory management systems
  - Product catalog setup
  - Shipping and logistics integration
  - CMS for easy product management
- **E-commerce Platforms:**
  - Shopify
  - WooCommerce (WordPress)
  - Custom platforms (React + Node.js)
  - Magento (for large catalogs)
- **Features Included:**
  - Mobile-responsive design
  - Secure checkout
  - Multiple payment options (UPI, cards, wallets)
  - Order tracking
  - Customer accounts
  - Discount and coupon systems

- Analytics dashboard

SEO Keywords: e-commerce website development, online store creation, Shopify development India, WooCommerce services

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Service Page 4: Advanced Services

URL: /services/advanced-technology

Purpose: Showcase cutting-edge technology solutions

Unique Content:

- **What We Offer:**
    - AI and Machine Learning integration
    - Blockchain solutions
    - IoT (Internet of Things) applications
    - Cloud architecture and migration
    - Big Data analytics
    - AR/VR experiences
    - Custom API development
    - Enterprise system integration
- **Use Cases:**
    - Business process automation
    - Predictive analytics
    - Smart device connectivity
    - Secure decentralized applications
    - Data-driven decision making
- **Technology Stack:**
    - TensorFlow, PyTorch (AI/ML)
    - AWS, Google Cloud, Azure
    - Python, R for data science
    - Ethereum, Hyperledger (Blockchain)

SEO Keywords: AI development services India, machine learning solutions, blockchain development, advanced technology consulting

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Service Page 5: Social Media Marketing (SMM)

URL: /services/social-media-marketing

Purpose: Grow brand presence on social platforms

Unique Content:

- **What We Offer:**
  - Social media strategy development
  - Content calendar creation
  - Post design and scheduling
  - Community management (responding to comments/messages)
  - Paid advertising campaigns (Facebook, Instagram, LinkedIn Ads)
  - Influencer collaboration
  - Analytics and monthly reporting
  - Profile optimization
- **Platforms Covered:**
  - Facebook Business Pages
  - Instagram Business Accounts
  - LinkedIn Company Pages
  - Twitter/X
  - YouTube
  - Pinterest
- **Pricing Packages:**
  - Starter: 3 posts/week, 2 platforms - ₹9,999/month
  - Growth: 5 posts/week, 4 platforms + ads - ₹19,999/month
  - Professional: Daily posts, all platforms, dedicated manager - ₹39,999/month

SEO Keywords: social media marketing services, SMM agency India, Instagram marketing, Facebook ads management

Service Page 6: Content Creation

URL: /services/content-creation

Purpose: Produce engaging content for businesses

Unique Content:

- **What We Offer:**
    - UGC (User Generated Content) creation
    - Poster design for businesses
    - Video production and editing (short-form and long-form)
    - AI-powered video creation for businesses
    - Social media post design (graphics for posts)
    - Blog content writing
    - Copywriting for ads and websites
    - Script writing for videos
    - Photo editing and retouching
    - Infographic design
    - Presentation design
- **Content Types:**
    - Product demonstration videos
    - Promotional content
    - Educational videos/tutorials
    - Social media reels and shorts
    - Podcast editing
    - YouTube content
- **Software/Tools Used:**
    - Adobe Premiere Pro (video editing)
    - Adobe After Effects (motion graphics)
    - Adobe Photoshop (photo editing)
    - Canva Pro (social graphics)
    - Final Cut Pro
- **Turnaround Time:**
    - Social post designs: 24-48 hours
    - Video editing: 3-5 days
    - Blog posts: 2-3 days

SEO Keywords: content creation services, video editing India, social media content design, copywriting services

Service Page 7: App Development

URL: /services/app-development

Purpose: Build custom mobile applications

Unique Content:

- **What We Offer:**
    - Native Android app development (Java/Kotlin)
    - Cross-platform app development (Flutter, React Native)
    - iOS app development (Swift)
    - App UI/UX design
    - Backend API development
    - App store optimization (ASO)
    - App maintenance and updates
    - Push notification integration
    - Payment gateway integration
- **App Types We Build:**
    - Business and enterprise apps
    - E-commerce apps
    - Social networking apps
    - Health and fitness apps
    - Educational apps
    - On-demand service apps (like Uber, food delivery)
- **Development Process:**
    - Discovery and requirement gathering (1 week)
    - Wireframing and design (2 weeks)
    - Development (6-12 weeks depending on complexity)
    - Testing and QA (2 weeks)
    - Launch and app store submission (1 week)
    - Post-launch support
- **Technology Stack:**
    - Flutter for cross-platform
    - React Native
    - Android (Java/Kotlin)
    - Firebase for backend
    - Node.js for custom APIs

SEO Keywords: mobile app development India, Flutter app development, Android app developer, custom app development

Service Page 8: Software Development

URL: /services/software-development

Purpose: Custom software solutions for businesses

Unique Content:

- **What We Offer:**
    - Custom business software development
    - SaaS (Software as a Service) platforms
    - ERP and CRM systems
    - Inventory management software
    - HR management systems
    - Accounting and billing software
    - Booking and reservation systems
    - Learning management systems (LMS)
- **Development Approach:**
    - Agile methodology
    - MVP (Minimum Viable Product) approach
    - Iterative development with client feedback
    - Scalable architecture
- **Technology Stack:**
    - Frontend: React.js, Next.js, Vue.js
    - Backend: Node.js, Python (Django, Flask), PHP
    - Databases: PostgreSQL, MongoDB, MySQL
    - Cloud: AWS, Google Cloud, Azure
    - DevOps: Docker, Kubernetes, CI/CD

SEO Keywords: custom software development, SaaS development India, business software solutions, ERP development

Service Page 9: Tools for Business

URL: /services/business-tools

Purpose: Provide automation tools and utilities for businesses

Unique Content:

- **What We Offer:**

- Business automation tools development
- Chrome extensions for productivity
- Excel/Google Sheets automation scripts
- WhatsApp Business API integration
- Email automation systems
- Data scraping and collection tools
- PDF generation and manipulation tools
- Reporting dashboards
- **Popular Tools We Build:**
  - Lead generation tools
  - Social media automation
  - Customer communication tools
  - Analytics and reporting tools
  - File conversion utilities
- **Who Benefits:**
  - Small businesses needing efficiency
  - Marketing agencies
  - Sales teams
  - Operations managers

SEO Keywords: business automation tools, productivity tools development, custom business utilities

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Service Page 10: No Investment Business Model

URL: /services/no-investment-business

Purpose: Help entrepreneurs start businesses with minimal upfront investment

Unique Content:

- **What We Offer:**
  - Business model consultation
  - Revenue-sharing partnerships
  - Website and marketing setup (no upfront cost, % of sales)
  - Profit-sharing based pricing
  - Payment plans based on business success
- **How It Works:**
  1. Free consultation to validate business idea

2. We build your digital infrastructure (website, marketing, tools)
3. You pay a percentage of revenue (e.g., 5-10%) instead of upfront fees
4. As your business grows, we grow together

- **Ideal For:**
  - First-time entrepreneurs with limited capital
  - Service-based businesses (consulting, coaching, freelancing)
  - Small retail or e-commerce ventures
  - Passion projects with revenue potential
- **What You Get:**
  - Professional website
  - Basic branding (logo, business cards)
  - Social media setup
  - Initial marketing campaigns
  - Payment gateway integration
  - 3-6 months of support
- **Terms:**
  - No upfront payment
  - Revenue share agreement (typically 5-15% of gross revenue)
  - Contract duration: 12-24 months
  - After contract, business fully owned by entrepreneur

SEO Keywords: start business without investment, no capital business model, profit sharing business setup, low investment entrepreneurship

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Service Page 11: Advance Services (Duplicate Entry - Can be merged with Service Page 4)

Note: This appears to be a duplicate of "Advanced Services". Recommend merging into one page or clarifying differentiation.

If separate, could focus on:

- Consulting services
- Technology audits
- Digital transformation
- Innovation workshops

5. Portfolio Page

URL: /portfolio or /work or /case-studies

Purpose: Showcase completed projects with results

Key Sections:

1. **Portfolio Filter**
   - Filter by service type (App, Website, Marketing, Design)
   - Filter by industry (Healthcare, Retail, Education, etc.)
   - Search functionality
2. **Project Grid**
   - Thumbnail images
   - Project name and client
   - Service type badge
   - Brief description (1-2 sentences)
   - "View Case Study" button
3. **Individual Case Study Page Structure:**
   - Project title and client
   - Hero image/video
   - Challenge/problem statement
   - Our solution and approach
   - Technologies/strategies used
   - Results and metrics (traffic increase, conversion rates, app downloads)
   - Visual mockups/screenshots
   - Client testimonial
   - Related projects

SEO Keywords: Preet Tech portfolio, digital agency projects, case studies, successful digital campaigns

6. Blog/Resources Page

URL: /blog or /resources

Purpose: Content marketing, SEO, thought leadership

Key Sections:

1. **Blog Listing Page:**
   - Featured article at top
   - Grid of blog posts with thumbnails
   - Post title, excerpt, author, date, read time
   - Category tags
   - Pagination or load more
2. **Blog Categories:**
   - Web Development
   - App Development
   - Digital Marketing
   - Business Strategy
   - Technology Trends
   - Case Studies
   - Tutorials
3. **Individual Blog Post Page:**
   - Title, author, date, read time, category
   - Featured image
   - Table of contents (for long posts)
   - Article content with proper formatting
   - Author bio at end
   - Related posts section
   - Comments section (optional)
   - Social sharing buttons
   - Newsletter signup CTA

SEO Keywords: Digital marketing blog, tech industry insights, business growth tips, web development tutorials

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7. Contact Page

URL: /contact or /contact-us

Purpose: Multiple touchpoints for inquiries and lead generation

Key Sections:

1. **Contact Form**
   - Multi-step form:
     - Step 1: Service needed (dropdown)
     - Step 2: Project budget range (slider)

- Step 3: Timeline (dropdown)
- Step 4: Project details (textarea)
- Step 5: Contact information (name, email, phone)
        - Or simple single-page form
        - File upload option for project briefs
2. **Contact Information**
    - Office address
    - Phone number (click-to-call on mobile)
    - Email address
    - WhatsApp Business number
    - Business hours
3. **Google Maps Embed**
    - Office location marker
    - Directions link
4. **Social Media Links**
    - Links to all social profiles
    - Follow buttons
5. **Alternative Contact Methods**
    - "Book a Free Consultation" calendar link
    - Live chat widget (if available)

SEO Keywords: Contact Preet Tech, digital agency contact, get a quote, free consultation

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8. Supporting Pages

8.1 Pricing Page

URL: /pricing

Purpose: Transparent pricing information

Key Sections:

1. **Pricing Philosophy**
    - Explanation of pricing approach
    - "Every project is unique" messaging
2. **Service Pricing Tables**
    - Pricing for each service (where applicable)
    - Package comparisons (Starter, Growth, Enterprise)

- What's included in each tier
3. **Custom Quote Request**
    - For enterprise or complex projects
    - Form to request detailed quote
4. **Payment Options**
    - Accepted payment methods
    - Payment terms (50% upfront, 50% on completion, etc.)
    - Money-back guarantee information

SEO Keywords: Preet Tech pricing, digital agency costs, web development pricing India

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8.2 FAQ Page

URL: /faq or /frequently-asked-questions

Purpose: Answer common questions, reduce support burden

Key Sections:

1. **Organized by Category**
    - General questions about Preet Tech
    - Service-specific questions
    - Process and timeline questions
    - Pricing and payment questions
    - Technical support questions
2. **Expandable Accordion Format**
    - Click to expand answers
    - Search functionality to find questions
3. **Still Have Questions?**
    - CTA to contact support
    - Link to live chat

SEO Keywords: Preet Tech FAQ, digital agency questions, how it works, common questions

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8.3 Testimonials/Reviews Page

URL: /testimonials or /reviews or /clients

Purpose: Build trust with authentic video testimonials from real clients

Key Sections:

1. **Video Testimonials Gallery**
   - Grid layout of video testimonials
   - Each video card includes:
     - Video thumbnail with play button overlay
     - Client name, company, and role displayed below
     - Service type badge (App Development, Marketing, etc.)
     - Video duration indicator
   - Click to play in lightbox/modal with full-screen option
   - Mobile-optimized video player
2. **Featured Video Testimonial**
   - Hero section with primary/most impactful client video
   - Auto-play option (muted) with unmute control
   - Large display above the gallery grid
3. **Filter Options**
   - Filter by service type (App Development, E-commerce, Marketing, etc.)
   - Filter by industry (Healthcare, Retail, Education, Technology, etc.)
   - Filter by client business size (Startup, SMB, Enterprise)
4. **Video Statistics**
   - Total number of video testimonials
   - Average client satisfaction rating (if mentioned in videos)
   - Years of successful partnerships
5. **Call-to-Action**
   - "Ready to be our next success story?"
   - Contact form or consultation booking button
   - Link to portfolio/case studies for detailed project information

Technical Requirements:

- YouTube or Vimeo embed for reliable video hosting

- Lazy loading for performance optimization
- Closed captions/subtitles for accessibility
- Thumbnail images optimized for fast loading

SEO Keywords: Preet Tech video testimonials, client reviews, customer success stories, video reviews digital agency

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8.4 Careers Page

URL: /careers or /jobs

Purpose: Attract talent, showcase company culture

Key Sections:

1. **Why Work at Preet Tech**
   - Company culture overview
   - Values and mission
   - Team photos and office environment
2. **Current Job Openings**
   - List of open positions
   - Job title, department, location, type (full-time/part-time)
   - "Apply Now" button for each
3. **Employee Benefits**
   - Salary and compensation
   - Health insurance
   - Learning and development opportunities
   - Work-life balance policies
   - Remote work options
4. **Application Process**
   - How to apply
   - What to expect during interview process
   - Timeline
5. **Internship Opportunities**
   - Internship programs available
   - How students can apply

SEO Keywords: Preet Tech careers, digital agency jobs, work at Preet Tech, job openings

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8.5 Privacy Policy Page

URL: /privacy-policy

Purpose: Legal compliance, transparency about data practices

Key Sections:

1. **Data Collection**
   - What data we collect (name, email, phone, project details)
   - How we collect it (forms, cookies, analytics)
2. **Data Usage**
   - How we use collected data
   - Who has access to data
3. **Cookie Policy**
   - Types of cookies used
   - How to disable cookies
4. **GDPR Compliance**
   - Rights of users (access, deletion, portability)
   - How to exercise rights
5. **Third-Party Services**
   - Google Analytics
   - Payment processors
   - Email service providers
6. **Contact for Privacy Concerns**
   - Email for privacy questions

SEO Keywords: Preet Tech privacy policy, data protection, GDPR compliance

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8.6 Terms & Conditions Page

URL: /terms or /terms-and-conditions

Purpose: Legal protection, set expectations

Key Sections:

1. **Service Terms**
   - What services we provide
   - Client responsibilities

- Project timelines and deliverables
2. **Payment Terms**
    - Payment schedules
    - Late payment policies
    - Currency and taxes
3. **Refund Policy**
    - Conditions for refunds
    - Refund process
4. **Intellectual Property Rights**
    - Ownership of deliverables
    - Usage rights
    - Confidentiality
5. **Limitation of Liability**
    - Scope of our responsibility
    - Force majeure
6. **Dispute Resolution**
    - Governing law
    - Jurisdiction

SEO Keywords: Preet Tech terms and conditions, service agreement, refund policy

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9. Footer Structure

Present on all pages

Footer Content:

Column 1: About Preet Tech

- Brief company description (2-3 sentences)
- Social media icon links

Column 2: Quick Links

- Home
- About Us
- Services
- Portfolio
- Blog
- Contact

Column 3: Services

- List of all 11 services (linked)

Column 4: Contact Info
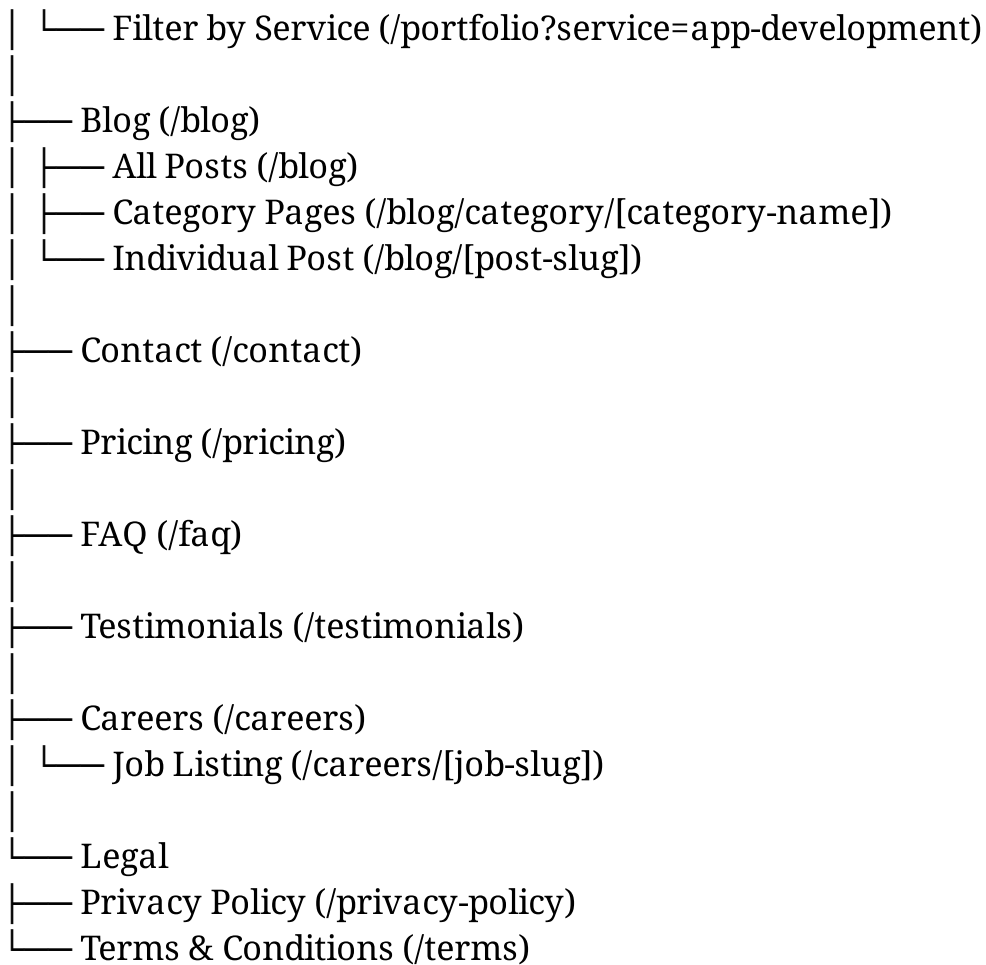
- Address
- Phone
- Email
- WhatsApp

Bottom Bar:

- Copyright notice
- Privacy Policy link
- Terms & Conditions link
- Sitemap link

10. Complete Sitemap

```
Homepage (/)
│
├── About Us (/about)
│
├── Services (/services)
│   ├── Performance Marketing (/services/performance-marketing)
│   ├── Start Your Business (/services/start-your-business)
│   ├── E-commerce Solutions (/services/ecommerce)
│   ├── Advanced Services (/services/advanced-technology)
│   ├── Social Media Marketing (/services/social-media-marketing)
│   ├── Content Creation (/services/content-creation)
│   ├── App Development (/services/app-development)
│   ├── Software Development (/services/software-development)
│   ├── Tools for Business (/services/business-tools)
│   └── No Investment Business Model (/services/no-investment-
business)
│
├── Portfolio (/portfolio)
│   ├── All Projects (/portfolio)
│   ├── Individual Case Study (/portfolio/[project-slug])
```

```
│  └── Filter by Service (/portfolio?service=app-development)
│
├── Blog (/blog)
│  ├── All Posts (/blog)
│  ├── Category Pages (/blog/category/[category-name])
│  └── Individual Post (/blog/[post-slug])
│
├── Contact (/contact)
│
├── Pricing (/pricing)
│
├── FAQ (/faq)
│
├── Testimonials (/testimonials)
│
├── Careers (/careers)
│  └── Job Listing (/careers/[job-slug])
│
└── Legal
├── Privacy Policy (/privacy-policy)
└── Terms & Conditions (/terms)
```

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11. Mobile Navigation Structure

Hamburger Menu (Three-line icon)

When opened:

1. Home
2. About Us
3. Services (expandable)
   - Shows all 11 services
4. Portfolio
5. Blog
6. Contact
7. Pricing

Bottom of menu:

- Social media icons

- "Get a Quote" button (prominent)

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12. URL Naming Conventions

Best Practices:

1. **Lowercase only:** /services/app-development (not /Services/App-Development)
2. **Hyphens for spaces:** /start-your-business (not /start_your_business)
3. **Descriptive:** /services/social-media-marketing (not /services/smm)
4. **Short and memorable:** Keep URLs concise
5. **SEO-friendly:** Include target keywords

Examples:

- Good: /services/ecommerce
- Good: /blog/how-to-start-online-business
- Good: /portfolio/mobile-app-healthcare
- Avoid: /page123 or /srv?id=45

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13. Page Priority for Development

Phase 1: Essential (Week 1-2)

1. Homepage
2. Services Hub Page
3. Contact Page
4. About Us

Phase 2: Core Services (Week 3-4)
5. App Development service page
6. Web Development (implied in E-commerce) service page
7. Social Media Marketing service page
8. E-commerce Solutions service page

Phase 3: Additional Services (Week 5-6)
9. Remaining service pages (Performance Marketing, Start Business,

Software Dev, etc.)
10. Portfolio page with 5-10 case studies

Phase 4: Supporting Content (Week 7-8)
11. Blog setup with 5-10 initial posts
12. FAQ page
13. Testimonials page
14. Pricing page
15. Legal pages (Privacy, Terms)

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14. Technical Recommendations

14.1 Technology Stack

Frontend:

- React.js or Next.js (for SEO)
- Tailwind CSS for styling
- Framer Motion for animations

Backend (if needed):

- Node.js + Express
- Or use headless CMS (Strapi, Contentful)

Hosting:

- Vercel (for Next.js)
- Netlify
- AWS

14.2 Performance Targets

- Page load time: < 3 seconds
- Mobile-friendly (responsive design)
- Lighthouse score: > 90
- Core Web Vitals optimized

14.3 SEO Requirements

- Unique meta titles and descriptions for all pages
- H1-H6 hierarchy
- Alt text for all images
- XML sitemap
- Robots.txt
- Schema markup (Organization, Service, Article)
- Open Graph tags for social sharing

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15. Next Steps

Immediate Actions:

1. **Finalize Service Descriptions**
   - Write unique content for each service page
   - Define pricing for each service (or pricing approach)
2. **Content Gathering**
   - Collect portfolio projects (min 10-15)
   - Gather client testimonials (min 10-15)
   - Team photos and bios
   - Company story and mission
3. **Design Phase**
   - Create wireframes for homepage
   - Design service page templates
   - Develop design system (colors, typography, components)
4. **Development**
   - Set up project structure
   - Build homepage
   - Develop service pages
   - Create portfolio system
   - Implement contact forms
5. **Launch Preparation**
   - Content writing for all pages
   - SEO optimization
   - Testing (functionality, responsiveness, performance)
   - Domain and hosting setup

Conclusion

This website structure provides a comprehensive foundation for Preet Tech's digital presence. With 11 distinct service pages organized under a clear hierarchy, the site will effectively showcase the full range of offerings while maintaining easy navigation and strong SEO.

Key Strengths of This Structure:

1. **Clear Service Organization:** Each service gets dedicated page with detailed information
2. **User-Friendly Navigation:** Easy to find what they need
3. **SEO Optimized:** Descriptive URLs and proper page hierarchy
4. **Conversion Focused:** Multiple CTAs and contact points throughout
5. **Scalable:** Easy to add new services or blog posts in future
6. **Mobile-First:** Structure works well on all devices

Total Page Count: 24 pages

- Core: 7 pages
- Services: 11 pages
- Supporting: 6 pages

This structure positions Preet Tech as a comprehensive digital solutions provider with expertise across multiple domains, from basic business setup to advanced technology services.

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