1. Project Overview

Project Name: Delta Growth – Marketing Website Landing Page
Industry: Digital Agency
Platform: WordPress
Page Builder: Elementor (Free)
Hosting Environment: Staging (Local / Live)
Developer: Allen Oluwatobi Adeola

This project was developed as part of a practical assessment to demonstrate the ability to interpret a design brief, build a responsive WordPress landing page, implement custom features, integrate e-commerce functionality, and follow performance and security best practices without relying on pre-made design files.

2. Scope of Implementation

The website includes the following required sections as specified in the brief:

- Hero section (headline, subtext, CTA)

- About section with service highlights

- Services section (3–4 service cards)

- Testimonials section (carousel display)

- Pricing section (3 plans)

- Contact section (form + contact details)

- Footer with social links and copyright

The site follows a **clean, modern digital agency design**, built mobile-first and optimized for performance.

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3. Design & Layout Approach

- **Design Interpretation:**
  Since no Figma/PSD was provided, layout and spacing were interpreted based on common digital agency UI patterns.

- **Typography:**
  Google Fonts were used to ensure consistency and fast loading.

- **Brand Colors:**

  - Primary: #0F172A

  - Accent: #38BDF8

- **Responsiveness:**
  All sections were designed mobile-first and tested across desktop, tablet, and mobile breakpoints using Elementor's responsive controls.

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4. Plugins Used & Justification

Plugin	Purpose
Elementor (Free)	Page layout and responsive design
Royal Addons for Elementor	Testimonial carousel display
Advanced Custom Fields (ACF)	Custom fields for structured content
WooCommerce	Product and checkout functionality
Paystack for WooCommerce	Payment gateway integration (test mode)

| WPForms / Contact Form Plugin | Contact form functionality |
| WP Optimize / Image Optimization Plugin | Performance optimization |

All plugins were selected to remain lightweight while meeting the functional requirements of the task.

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5. Custom Features Implementation

5.1 Testimonials (Dynamic Content)

- A **Testimonials Custom Post Type** was created to demonstrate structured, reusable content management in WordPress.

- Each testimonial includes:

    - Client name

    - Testimonial content

    - Optional client role or company

Carousel Display Decision

Due to Elementor Free limitations (no Loop Grid or dynamic carousel widget), the **Royal Addons Testimonial Carousel** widget was used to display testimonials in a sliding carousel format with:

- Autoplay enabled

- Loop enabled

- Pagination dots

Professional Note:

While the carousel content is manually populated in the widget, the Custom Post Type structure ensures scalability and easy future migration to a fully dynamic loop using Elementor Pro or a query-based widget.

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6. WooCommerce & Payment Integration

6.1 Product Setup

- One product was created to demonstrate e-commerce functionality.

- Product includes:

    - Title

    - Price

    - Inventory settings

    - Product description

6.2 Checkout Configuration

- WooCommerce checkout page configured and tested.

- Dummy product added to cart successfully.

6.3 Paystack Integration

- Paystack payment gateway installed and configured.

- Payment gateway set to **test/sandbox mode**.

- Test checkout confirms successful redirection and payment simulation.

This setup demonstrates readiness for real-world Nigerian payment processing.

7. Performance Optimization

The following optimizations were applied:

- Image compression and optimization

- Lazy loading enabled for images

- Minimal plugin usage to reduce overhead

- Google Fonts loaded efficiently

- JavaScript loaded in footer where applicable

These steps help improve page speed and Core Web Vitals.

8. Security Best Practices

Basic WordPress security measures implemented:

- Strong admin credentials

- Limited plugin usage

- Regular update readiness for WordPress core, themes, and plugins

- Secure payment gateway (Paystack)

- Avoidance of unnecessary third-party scripts

9. Code Quality & Maintainability

- WordPress best practices were followed for plugin usage and customization.

- Page structure is modular and easy to extend.

- Clear separation between layout, content, and functionality.

- No hard-coded sensitive data.

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10. Website Maintenance & Update Guide

To maintain or update the website:

1. **Content Updates**

   - Pages can be edited using Elementor.

   - Testimonials can be updated via the WordPress dashboard.

2. **Product Management**

   - Products can be edited under WooCommerce → Products.

   - Prices and inventory can be updated without developer intervention.

3. **Plugin & Core Updates**

   - Regular updates should be applied from the dashboard.

   - Always back up the site before updates.

4. **Performance Monitoring**

   - Re-optimize images after uploads.

   - Monitor page speed using tools like PageSpeed Insights.

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11. GitHub Submission Structure

The WordPress project was submitted via GitHub using the following structure:

- Theme files

- Custom configurations

- Documentation file (PDF/Word)

- Clear commit messages for traceability

Sensitive files such as `wp-config.php` were excluded for security reasons.

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12. Conclusion

This project demonstrates the ability to:

- Interpret a design brief without a UI file

- Build responsive WordPress layouts

- Implement custom features

- Integrate WooCommerce and Paystack

- Optimize performance and follow best practices

- Document decisions professionally

The solution is scalable, maintainable, and suitable for real-world client projects.