

Being HR Website Enhancement Strategy

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Visual Design

Color and Branding

- Update color palette to match BeingHR's logo
- Replace stock photos with realistic AI-generated images
- Add ombre background using logo colors
- Implement light and dark mode themes

Homepage Layout

- Remove star ratings from homepage (keep reviews only)
- Redesign events section: show 3 events per scroll with middle event focused and side events faded (Netflix-style)

Navigation and Structure

Header Changes

- Replace "Blogs" with "Careers"
- Remove "Events" (already on homepage)

Footer Simplification

Keep only:

- Contact Us
- Social Media Links
- Gallery
- Blogs

Content Updates

- Change "Your Growth, Our Mission" to "About Us"
- Fix "Blogs" mislabeled as "Sponsorship"
- Consider single-page layout

Content Issues to Address

Unclear Elements

- Define purpose of "Know More" button
- Clarify destinations for:
 - ◆ "Read the Latest Blogs"
 - ◆ "Explore News Updates"
 - ◆ "Contribute to Our Blog"

Implementation Priority

High Priority:

- Color palette alignment
- Content labeling corrections
- Single-page conversion
- Footer simplification

Medium Priority:

- Photography replacement
- Navigation fixes
- Events display redesign
- Light/dark mode