

# Website Review – Issues & Improvement Points

## 1. Duplicate Messaging in Hero Section

The following two statements convey almost the same meaning and feel repetitive:

- “*We build websites, apps, AI automations, and custom tools for growing businesses.*”
- “*Affordable websites, web scraping, Chrome extensions, and smart automation — without tech headaches.*”

### **Issue:**

Both lines describe services and value proposition in similar terms. This creates redundancy and weakens the impact of the hero section.

### **Suggestion:**

Either:

- Merge them into a single, stronger value statement, or
  - Use one line for **what you do** and the other for **clear differentiation or outcome** (e.g., ROI, speed, MSME focus).
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## 2. “See Our Solutions” Navigation Mismatch

When clicking “**See Our Solutions**”, the user is redirected to the **Our Services** section.

### **Issue:**

The term *Solutions* implies problem-oriented offerings or packaged outcomes, while the page content lists *Services* (e.g., App Development). This creates a semantic mismatch and user confusion.

### **Suggestion:**

- Either rename the button to “**See Our Services**”, or
- Restructure the destination page to clearly present offerings as **Solutions** (problem → solution → service mapping).

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### **3. Navbar Navigation Does Not Reset Scroll Position**

When the user is at the bottom of a page (footer) and clicks any navbar item, the new page opens but remains scrolled to the bottom.

**Issue:**

This breaks standard UX behavior and feels like the page has not changed properly.

**Expected Behavior:**

Every navbar navigation should load the new page starting from the **top (scrollY = 0)**.

**Suggestion:**

Implement scroll-to-top on route change (especially important if using SPA frameworks like React/Next.js).

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### **4. Process Page Timeline Inconsistency**

On the **Process** page, the timeline order and/or time labels do not appear logically correct.

**Issue:**

The sequence does not clearly represent a realistic or chronological workflow, which reduces trust and clarity.

**Suggestion:**

- Recheck timeline order (Step 1 → Step N).
  - Ensure timeframes align with real-world execution (e.g., discovery before development, testing before launch).
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### **5. Case Studies / Projects Lack Completion & Consistency**

While reviewing the projects/case studies, several issues were observed:

- Projects appear to be **in development**, not finalized.
- Pricing currency changes inconsistently (INR → USD suddenly).

- Placeholder text and incomplete flows exist.
- Some sections lead to dead ends where the user cannot proceed further.

**Impact:**

This significantly reduces credibility and gives the impression of unfinished or rushed work.

**Suggestion:**

- Clearly label projects as “**In Progress**” if not complete, or
  - Hide unfinished case studies from production.
  - Maintain **consistent currency and formatting**.
  - Remove placeholders before making pages public.
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