

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).

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 (scrollTop = 0)**.

Suggestion:

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

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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