

PROJECT PROPOSAL

Premium Animated Website (Ramotion-Inspired)

Prepared For: Being & Brand

Project Name: Animated Design & Development Portfolio Website

Reference Website: <https://www.ramotion.com/>

Date: 11 December 2025

EXECUTIVE SUMMARY

This proposal outlines the design and development of a **premium, animation-rich portfolio website** that showcases your design and development expertise to potential clients. The reference site (ramotion.com) is a **high-performance, interaction-heavy** digital agency portfolio that combines sophisticated visual design, smooth scroll-based animations, and performance optimization—three factors that significantly increase development complexity and timeline.

This project is **NOT a template build**. It requires custom component architecture, scroll-trigger animation choreography, and careful performance tuning. It reflects the engineering effort needed to deliver a site that performs smoothly, looks polished, and converts visitors into qualified leads.

Project Scope: Complete custom portfolio website with 8-10 case studies, animated sections, Services showcase, and contact flow.

Timeline: 20-30 Calendar Days

Delivery: Live, fully-functional, deployed website on your domain with SSL.

SECTION 1: DETAILED SCOPE OF WORK

1.1 Website Pages & Components

Your website will consist of the following **five main pages** with multiple **interconnected sections**:

Page 1: Homepage

A sophisticated single-scroll experience that tells your brand story and guides visitors toward booking/inquiry.

Sections:

1. Navigation Bar (Fixed/Sticky Header)

- Logo with brand mark
 - Navigation menu with 5-6 key links (Home, Work, Services, About, Contact)
 - Mobile hamburger menu (animated slide-in)
 - Animated underline on active/hover state
 - Smooth scroll behavior across page
 - *Complexity: Medium* — Sticky positioning + scroll event listeners + mobile menu animation
2. **Hero Section**
- Prominent headline (your unique value proposition)
 - Animated title text (fade-in + stagger effect, similar to Ramotion)
 - Supporting subheading with secondary CTA
 - Optional hero image/visual or background gradient
 - “Explore Our Work” or “Let’s Work Together” CTA button
 - *Complexity: Medium* — Text stagger animation + button hover state + parallax background (optional)
3. **About / Who We Are Section**
- Short paragraph (100-150 words) on your design philosophy
 - Key stats or achievements (e.g., “50+ Projects”, “10 Years Experience”)
 - Animated counters that increment on scroll (numbers count up from 0 to target)
 - *Complexity: Medium* — Counter animation + scroll trigger
4. **Services Showcase Section (*Major focus — see Section 1.2 for deep dive*)**
- 3-5 core service offerings (e.g., “UI/UX Design”, “Development”, “Branding”, “Design System”)
 - Each service presented as an **interactive card**
 - On scroll: cards fade-in with staggered timing (first card at 0ms, second at 150ms, third at 300ms, etc.)
 - On hover: subtle shadow increase, slight scale transform, color accent animation
 - Each card contains: Service icon, service title, 1-2 line description, optional “Learn More” link
 - *Complexity: HIGH* — Staggered animations + hover states + scroll detection
5. **Featured Case Studies Gallery**
- Grid display of 6-8 selected projects (most important/impressive work)
 - Each case study shown as a **card with image thumbnail and title**
 - Cards arranged in a responsive grid (3 columns on desktop, 2 on tablet, 1 on mobile)
 - On scroll: each card fades-in + slight slide-up animation with 100ms stagger between cards
 - On hover: image zoom/scale effect + title color change + overlay with quick project summary
 - Clicking a card routes to the **Case Study Detail Page** (see Section 1.3)
 - *Complexity: HIGH* — Responsive grid + staggered scroll animations + hover effects + routing

6. **Testimonials / Client Reviews Section**
 - 4-6 client testimonials (quote, client name, company, role, optional profile image)
 - Carousel or grid layout (carousel recommended for premium feel)
 - If carousel: navigation arrows (previous/next buttons), smooth transitions between slides
 - Each testimonial fades-in on scroll
 - *Complexity: Medium-HIGH* — Carousel logic + animation between slides + scroll detection
7. **Call-to-Action (CTA) Section**
 - Eye-catching section encouraging visitors to contact/book
 - Headline like “Ready to elevate your brand?” or “Let’s create something amazing together”
 - Large, prominent button linking to Contact page
 - Background color or subtle animation to grab attention
 - *Complexity: Low-Medium* — Static design + button animation
8. **Footer**
 - Company logo or name
 - Quick navigation links (Home, Work, Services, Contact, Social Media)
 - Contact email + phone (clickable)
 - Social media icons (LinkedIn, Instagram, Dribbble, Twitter, etc.)
 - Copyright notice
 - *Complexity: Low* — Static content + icon links

Homepage Total Complexity: HIGH (multiple animated sections, scroll triggers, staggered reveals)

Page 2: Services (Detailed)

A dedicated page that dives deeper into each service offering.

Sections:

1. **Services Hero**
 - Page title “Our Services”
 - Tagline explaining your approach
2. **Service Breakdown (3-5 services)**
 - For each service:
 - **Service Icon** (SVG, custom or from library)
 - **Service Title** (e.g., “UI/UX Design”)
 - **Detailed Description** (150-250 words on what you do, who it’s for, outcomes)
 - **Key Features / Deliverables** as bullet points (e.g., User Research, Wireframes, Prototypes, Usability Testing)

- **Related Case Studies** (2-3 projects showcasing this service)
 - **CTA Button** (“Start a Project”, “Book a Consultation”)
- Layout: Alternating left/right layout (service 1 on left, service 2 on right, etc.) — premium, editorial feel
- Scroll animations: Section titles fade-in + slide, descriptions fade-in as section enters viewport
- *Complexity: MEDIUM-HIGH* — Multiple sections + scroll triggers + alternating layout

3. Our Process / Why Choose Us

- Visual timeline or flowchart showing your process (e.g., Discovery → Strategy → Design → Development → Launch → Support)
- Each step animated in sequence on scroll
- *Complexity: MEDIUM* — Timeline animation + scroll-triggered reveals

Services Page Total Complexity: MEDIUM-HIGH (scroll-based reveals, alternating layouts, timeline animation)

Page 3: Work / Case Studies (Listing)

Grid display of all case studies with filtering/search (optional for Phase 1).

Sections:

1. Portfolio Grid

- Display all 8-10 case studies as cards in a grid layout
- Responsive: 3 columns (desktop) → 2 columns (tablet) → 1 column (mobile)
- Each card shows:
 - Project thumbnail image
 - Project title
 - Brief description (1 line)
 - Category tag (e.g., “Branding”, “UI/UX”, “Web Design”)
- On hover: Image overlay appears with quick summary + “View Case Study” CTA
- On click: Navigate to Case Study Detail page
- Scroll animation: Cards fade-in with staggered timing as user scrolls down

2. Optional: Filter/Search (Phase 2)

- Filter by service type (Design, Development, Branding, etc.)
- Current scope: Static grid. Filtering can be added later.

Work Page Total Complexity: MEDIUM (grid layout + hover effects + scroll animations)

Page 4: Case Study Detail Pages (Template, repeatable for each project)

When a user clicks on a case study from the homepage or Work page, they land on a **dedicated detail page** for that project.

Sections per Case Study Page:

- 1. Case Study Header**
 - Project title (large, prominent)
 - Project category (tag)
 - Hero image / cover image for the project
 - *Complexity: Low*
- 2. Project Overview**
 - Brief intro paragraph (2-3 sentences)
 - Quick stats (e.g., “Timeline: 3 months”, “Team Size: 5”, “Tools: Figma, React, Node.js”)
 - *Complexity: Low*
- 3. The Challenge / Problem**
 - Problem statement: What was the client’s challenge or goal?
 - Background context (1-2 paragraphs)
 - Block quote or highlighted insight
 - Optional image related to the challenge
 - *Complexity: Low* — Static content + optional image
- 4. Our Approach / Solution**
 - How did you approach solving the problem?
 - Methodology or process used
 - Key decisions made
 - Detailed explanation with supporting visuals (screenshots, wireframes, design mockups)
 - Multiple images/sections with captions
 - *Complexity: MEDIUM* — Multiple images + optimized layout
- 5. Results / Outcomes**
 - What was delivered?
 - Key metrics or improvements (e.g., “30% increase in user engagement”, “4.8-star rating”)
 - Screenshots of final product
 - Live link to the product (if publicly available)
 - *Complexity: LOW-MEDIUM* — Static content + images + external links
- 6. Client Testimonial**
 - Quote from the client about the project
 - Client name, role, company
 - Optional client company logo
 - *Complexity: Low*

7. Technologies Used

- Tech stack display (e.g., “Figma, React, Node.js, PostgreSQL, AWS”)
- Displayed as icons or tags
- *Complexity: Low*

8. Navigation

- “Previous Project” and “Next Project” buttons (links to adjacent case studies)
- Smooth transition animations
- *Complexity: MEDIUM* — Dynamic routing + animation

9. CTA Section

- “Interested in a similar project?” → Link to Contact page or Services
- *Complexity: Low*

Case Study Detail Page Total Complexity: MEDIUM (image-heavy + scroll animations + dynamic navigation)

Page 5: Contact / Inquiry Page

A conversion-focused contact page with form and contact details.

Sections:

1. Contact Hero

- Page title: “Let’s Work Together”
- Tagline inviting contact

2. Contact Form

– Fields:

- Full Name (text input)
- Email Address (email input)
- Company/Organization (text input)
- Project Type / Service Interest (dropdown: “UI/UX Design”, “Development”, “Branding”, “Other”)
- Budget Range (optional, dropdown)
- Project Details / Message (textarea, multi-line)

– Validation:

- Email must be valid format
- Message must be at least 10 characters
- Required fields: Name, Email, Message

– Error Handling:

- Display error messages inline under each field (red text)
- Focus on field with error

– Success Handling:

- On submit: Form submission to backend API route
- Loading state: Submit button shows “Sending...” with spinner

- Success message: “Thanks! We’ll be in touch within 24 hours”
 - **Email Notification:**
 - Form data is sent to your email (via email service)
 - You receive notification with: Name, Email, Company, Project Type, Message, Timestamp
 - *Complexity: MEDIUM-HIGH* — Validation logic + error states + API integration + email sending
3. **Direct Contact Information**
- Email address (clickable mailto link)
 - Phone number (clickable tel link)
 - Office address (if applicable)
 - Social media links
4. **Calendar / Scheduling (Optional for Phase 2)**
- Calendly embed (for Phase 2)
 - Current scope: Simple form only

Contact Page Total Complexity: MEDIUM (form validation + API + email integration)

1.2 DEEP DIVE: SERVICES SECTION COMPLEXITY

The **Services section** is the most technically demanding part of this project.

Visual Complexity

Remotion’s portfolio presents services using **sophisticated, animated cards** that:

- Display on scroll with **staggered timing** (not all at once, but sequentially)
- **Fade-in + slide-up** simultaneously (opacity + transform animation)
- Have **interactive hover states** (background color shift, shadow elevation, text color change)
- Contain **icons that animate** (optional: icon color change, icon zoom on hover)
- Show **text descriptions** that are carefully kerned and typographically balanced

What you need to code:

```
# Responsive grid layout (CSS Grid or Flexbox)
# GSAP timeline for staggered animations
# Scroll trigger to detect when each card enters viewport
# Separate hover state handler for each card
# Color transition effects (using CSS custom properties)
# Mobile responsiveness (stack to single column)
# Touch handling for mobile (remove hover effects on touch devices)
# Accessibility (proper heading hierarchy, ARIA labels, focus states)
```

Animation Choreography

Instead of everything animating at once (amateur), Ramotion uses **choreographed, sequential animations**:

1. **Scroll enters Services section** → Title fades-in + slides-up
2. **150ms delay** → First service card fades-in + slides-up
3. **150ms delay** → Second service card fades-in + slides-up
4. **150ms delay** → Third service card fades-in + slides-up
5. **User hovers on any card** → That card's background color smoothly transitions

This requires:

```
# GSAP timeline with proper easing functions (ease-out for reveal, ease-in-out for hover)
# ScrollTrigger plugin to tie animations to scroll position
# Per-card event listeners for hover states
# Animation testing across devices (desktop hover, mobile touch)
# Performance optimization (request Animation Frame, throttling)
```

Performance Optimization for Animations

Creating smooth animations on a budget means:

1. **Image Optimization**
 - Service section may include service icons or images
 - Must convert to WebP, serve correct sizes for device
 - Must use lazy-loading (don't load images until visible)
2. **Bundle Size Management**
 - GSAP is ~70KB (gzipped)
 - ScrollTrigger plugin adds ~30KB
 - Must code-split so animation libraries don't block page load
3. **Rendering Performance**
 - Animations must run at 60fps (6 frames per 100ms)
 - Must test on low-end devices (older phones)
 - May need to reduce animation complexity on mobile (no parallax, simplified easing)

Task Hours Notes

Design system setup 3 Foundational (colors, fonts, spacing)

Services grid 4 CSS + React component component + responsive layout

GSAP animations + 8 Choreography + tweaking scroll triggers

Hover states + 4 Per-card handlers + interactive effects testing

Image optimization + 3 Performance critical lazy-loading

Mobile 3 Remove hover, add tap responsiveness + states touch handling

Cross-browser testing 3 Ensure smooth everywhere (Chrome, Safari, Firefox, mobile)

Performance 4 Lighthouse audit + fixes optimization (bundle size, rendering)

1.3 Animation & Interaction Details (Entire Site)

Beyond the Services section, here are **all animations** across the site:

Page Load

- Hero title: Fade-in + 10px slide-up (500ms, ease-out-quart)
- Hero subtitle: Fade-in + 10px slide-up (700ms, ease-out-quart, 100ms delay)
- Hero CTA button: Fade-in (800ms, ease-out-quart)
- Navigation bar: Fade-in (400ms, ease-out-quart)

Scroll-Triggered Animations

- About section title: Fade-in + 20px slide-left (600ms, ease-out-quart)

- Counter numbers: Count from 0 to target (1000ms linear, starts when element enters viewport)
- Services section: Staggered card reveals (see 1.2 above)
- Case study cards: Fade-in + 15px slide-up (400ms, ease-out-quart, 100ms stagger)
- Testimonial cards: Fade-in (500ms, ease-out-quart)
- CTA section: Slide-in from bottom (500ms, ease-out-quart)
- Footer: Fade-in (300ms, ease-out-quart)

Interactive (Hover/Focus)

- Navigation links: Underline width 0% → 100% (300ms, ease-in-out)
- Service cards:
 - Shadow: Small → Medium (250ms, ease-out-quart)
 - Scale: 1.0 → 1.03 (250ms, ease-out-quart)
 - Background: Initial → Subtle highlight (250ms, ease-in-out)
- Case study cards:
 - Image: Normal → Scale 1.05 (300ms, ease-out-quart)
 - Overlay opacity: 0% → 20% (300ms, ease-in-out)
- Buttons:
 - Background: Initial → Darker shade (200ms, ease-in-out)
 - Text color: Smooth transition (200ms)
- Form inputs:
 - Border color: Gray → Brand color on focus (200ms, ease-in-out)
 - Bottom border: Grow from center (300ms, ease-out-quart)

Page Transitions

- Current page: Fade-out (200ms, ease-in-quart)
- Next page: Fade-in (300ms, ease-out-quart, 100ms delay)

Total Animation Complexity: HIGH (20+ different animation sequences, scroll triggers, hover states, performance-critical)

SECTION 2: TECHNICAL ARCHITECTURE

2.1 Technology Stack Justification

The following stack is **production-proven, scalable, and performance-optimized**:

Frontend Framework: Next.js 15 (App Router)

- **Image Optimization:** Next.js <Image> component automatically:
 - Converts images to WebP (25-35% smaller than PNG/JPEG)
 - Generates responsive sizes (mobile, tablet, desktop)

- Lazy-loads images (only load when visible)
 - Prevents layout shift by enforcing aspect ratios
 - Saves ~5KB-10KB per image across the site
- **Automatic Code Splitting:** When you navigate between pages, only the code for that page is loaded, reducing initial JavaScript payload
 - Ramotion-style sites typically have 3-5KB of JS at load time with Next.js vs. 20-30KB with vanilla React
 - *Critical for Core Web Vitals*
- **Server Components:** Next.js 15 allows rendering some components on the server, reducing JavaScript sent to the browser
 - Improves LCP (Largest Contentful Paint)
- **API Routes:** Built-in serverless functions for form submission, email, analytics
 - No need for separate backend
- **Deployment:** Vercel (the creators of Next.js) offers:
 - Automatic HTTPS + SSL
 - Global CDN (content delivered from nearest server to user)
 - Automatic rollbacks
 - Built-in analytics
 - One-click deployments from GitHub

Alternative considered & rejected: Vanilla React would require:

- Manual image optimization (using libraries like react-image-lazy-load)
- Manual code splitting (more complex setup)
- Separate server for API routes (adds cost & complexity)
- No built-in analytics

Conclusion: Next.js saves 15-20 hours of setup, optimization, and deployment work.

Styling: Tailwind CSS + CSS Variables

Why Tailwind CSS?

- **Pre-built utility classes:** Instead of writing custom CSS, you use classes like flex, gap-4, shadow-lg
 - Speeds up development by 40-50%
 - Ensures visual consistency (spacing, colors, shadows match across site)
- **Performance:** Tailwind outputs **only the CSS you use** (tree-shaking)
 - Final CSS file: ~8-15KB (gzipped) vs. 50-100KB with custom CSS frameworks
 - *Improves page load time*
- **Responsive Design:** Built-in breakpoints (mobile, tablet, desktop) with simple syntax:

```
<div class="text-sm md:text-base lg:text-lg">
  Text size adapts to screen size
</div>
```

- No need to write multiple media queries
- **CSS Variables:** Custom properties for brand colors, spacing, easing
 - Makes it easy for client to tweak colors later
 - Example: --primary-color: #3B82F6 can be changed globally

Alternative considered & rejected: styled-components or Sass would:
- Add 5-10KB to JavaScript bundle
- Require extra build configuration
- Slower rendering performance (CSS-in-JS runtime overhead)

Conclusion: Tailwind saves 20+ hours on styling and improves performance.

Animation Library: GSAP 3 + ScrollTrigger Plugin

Why GSAP?

GSAP (GreenSock Animation Platform) is the **industry standard** for professional web animation. Used by:
- Nike, Google, Apple, Microsoft, Stripe, Ramotion - 10+ million downloads/year - 99% browser compatibility (IE 11+)

Key advantages:

1. **Performance:** GSAP uses native browser APIs (requestAnimationFrame, transforms, opacity) to ensure 60fps animations
 - Other libraries (like Framer Motion) use more overhead
2. **Ease Functions:** 25+ built-in easing functions (ease-out-quart, ease-in-cubic, etc.)
 - Makes animations feel professional & organic, not mechanical
3. **ScrollTrigger Plugin:** Ties animations to scroll position
 - Perfect for Ramotion-style “reveal as you scroll” effects
 - Handles mobile performance (disables complex animations on low-end devices)
4. **Timeline:** Group multiple animations together with precise timing
 - Enables the staggered, choreographed feel of premium sites

Bundle impact: - GSAP: 70KB (gzipped: 18KB) - ScrollTrigger: 30KB (gzipped: 8KB) - Total: ~26KB added (reasonable for the functionality gained)

Alternative considered & rejected: CSS animations alone could handle some effects, but:
- CSS lacks ease functions, timeline control, scroll-linked animations
- Framer Motion: Larger bundle (35KB), runtime overhead, overkill for this project

Conclusion: GSAP is essential for Ramotion-level animation quality.

Image Optimization Pipeline

Images are one of the heaviest parts of web pages. For this project:

1. **Format Conversion:**

- Client provides images (PNG, JPEG, possibly WebP)
- Next.js Image component automatically converts to WebP (25-35% smaller)
- Fallback to original format for older browsers

2. Responsive Sizing:

- Generate 3-5 versions of each image (mobile: 400px, tablet: 800px, desktop: 1200px)
- Browser downloads only the size it needs
- Saves 50-70% bandwidth for mobile users

3. Lazy Loading:

- Hero image loads immediately
- Other images load only when user scrolls near them
- Frees up bandwidth for critical page content

4. Performance Impact:

- Typical portfolio site: 50-100 images
 - With optimization: ~2-3MB total
 - Without optimization: ~8-12MB total (slow, painful on mobile)
-

2.2 Full Tech Stack Summary

Component Technology Why Performance Impact

Frontend Next.js 15 + Code splitting, +20% faster page load React 19 image optimization,
SSR

Styling Tailwind CSS + Fast -40% CSS size CSS Vars development, atomic utilities, small bundle

Animations GSAP 3 + 60fps Smooth, no jank ScrollTrigger animations, scroll-linked, professional easing

Hosting Vercel Global CDN, <100ms TTFB globally automatic deploys, built-in analytics

Image Next.js Image WebP conversion, -60% image bandwidth Handling component responsive

sizing, lazy-load

Form Next.js API Serverless, no Secure, scalable Handling routes + Email backend needed service

SEO Next.js meta Open Graph, 90+ SEO score tags + Sitemap structured data, dynamic meta

Version GitHub (private Version history, Safe handoff to client Control repo)
easy collaboration, backup

2.3 Performance Targets

The site will be optimized to meet **Google Core Web Vitals** standards:

Metric Target Why It Matters

Lighthouse Score 90-95 Google's primary ranking factor (Overall)

LCP (Largest < 2.5 seconds How fast hero image appears Contentful Paint)

INP (Interaction < 200ms How responsive buttons/forms feel to Next Paint)

CLS (Cumulative < 0.1 No unexpected jumps as content Layout Shift) loads

TTFB (Time to < 200ms (global) Vercel's global CDN ensures this First Byte)

First Input < 100ms Forms/buttons respond instantly Delay

Animation Frame 60 FPS Smooth scrolling, no stuttering Rate

Mobile 85+ score Must work great on phones (primary Performance device)

How we achieve this:

1. **Code Splitting:** Only load code for current page
2. **Image Optimization:** WebP, responsive sizes, lazy-loading
3. **CSS Minimization:** Tailwind outputs only used styles
4. **JavaScript Minification:** Remove whitespace, compress variable names
5. **Caching:** Vercel's CDN caches static assets globally
6. **Scroll Optimization:** GSAP's ScrollTrigger uses passive event listeners (doesn't block scroll)

4.1 Summary

Design & Development - Custom responsive design (mobile-first) - All 5 pages (Homepage, Services, Work, Case Study Detail Template, Contact) - Professional typography system - Brand color implementation

Animations & Interactions - Page load animations (hero title, subtitle, buttons) - Scroll-triggered animations (staggered reveals, fades, slides) - Hover effects (cards, buttons, links) - Page transition animations - Mobile-optimized (touch-friendly, no hover on mobile)

Performance Optimization - Image optimization (WebP, responsive sizes, lazy-loading) - Code splitting (only load what's needed) - CSS minification (Tailwind outputs only used styles) - Core Web Vitals optimization (Lighthouse 90+) - Global CDN delivery (Vercel)

SEO & Metadata - Page titles & meta descriptions - Open Graph tags (for social sharing) - XML sitemap - Structured data markup

Form & Email - Contact form with validation - Error messages & success states - Email notifications to your inbox - SPAM protection (basic rate limiting)

Deployment & Hosting - Vercel hosting (global CDN) - Automatic HTTPS/SSL certificate - Automatic deployments (push to GitHub → live) - Built-in analytics (optional, can be enabled)

Documentation - How to update content - How to add new case studies - CSS variable reference (for color changes) - Deployment instructions

Code & Assets - Private GitHub repository (you own the code) - Handover of all files, passwords, access

! CMS/Admin Panel - Example: Contentful, Sanity, Strapi - Would allow non-technical team member to update content via UI or *Initially: Content in JSON files, can be updated in code editor or we provide admin support*

!Blog Section - Dynamic blog posts, categories, search

! Multi-Language Support - Website in English, Spanish, French, etc. Requires translation content + routing setup

! Advanced Analytics - Custom dashboards, conversion tracking, heatmaps

Included: Basic Vercel Analytics (page views, traffic sources)

6.1 Technical Constraints

* **Browser Support** - Modern browsers: Chrome, Safari, Firefox, Edge (latest 2 versions) - Mobile: iOS 14+ (iPhone 11+), Android 8+ (2017+ devices) - IE 11 is NOT supported (too old, too much overhead)

* **Animation Complexity** - Animations are 2D (fade, scale, slide, parallax) - NOT full 3D/WebGL (that's a different project, ₹50K+) - On low-end mobile phones (older Android), some animations may be simplified for performance

* **Image Count** - Site can handle 8-10 case studies × 3-5 images per case = 40-50 images - Beyond that, image loading strategy needs revision

* **Custom Fonts** - Limited to 2-3 custom fonts (more fonts = slower load time) - Will use system fonts for fallback

* **Form Submission** - Email delivery depends on your email provider's reliability - If you use Gmail, emails may go to SPAM folder (not our fault, Gmail's filtering) - We'll implement DKIM/SPF best practices to minimize SPAM filtering
