Information

- URL: https://chaletsandcaviar.idnet.dk
- Theme: WP Real Estate
- director: ***
- agentone: ***
- agenttwo: ***

Theme selection

The theme was chosen due to its very clean and uncluttered look – this goes very well with the requirement for it to exude luxury.

It includes the options to select from different fonts hosted by Google – from which to Open Sans font was chosen for its very clean look.

It has been coupled with the plugin, Impress Listings, which makes the managing of properties easier by adding a new post type which contains fields related to properties (price, address, type, floors, square feet, etc.). This will, seen from an administrative view, ease the task of creating and editing listings, making sure that certain information is not left out.

On top of the above a quote plugin, a gallery plugin, and a contact form plugin has been added to better the experience when viewing properties and contacting Chalets & Caviar.

Customizations

Theme customizations has been implemented as a child theme. This has been chosen in order to keep the markup easily separated from the original theme.

Color
The main color of the theme has been set to purple. This is one of the colors of luxury and stands out from the white background much better than for example gold or silver (similarly colors of luxury).

Front page header image
The front-page header image has been adjusted to be wider than the content of the site. This is done to make the image be more focused and to ease the landing page a bit (the content itself is pushed down and the eyes of the visitor can rest at the image for a short while).

Spacing and lightness
Most of the added CSS is there only to remove clutter and lighten some objects as too heavy borders, to small distances between elements, transitions that caused elements to not "pop" when hovering, and text that was too bold.