

# Website specs

- Objective: Develop the GreenLight Digital Media website to ensure optimal functionality, user engagement, and market competitiveness.

## Introduction

- This document serves as a comprehensive guide for developing the GreenLight Digital Media website from the ground up.

## Company Overview

- GreenLight Digital Media is a digital design house offering a fully integrated approach to digital marketing.

## 1. Technical Specifications

### 1.1 Technology Stack

- **Frontend:**
  - React.js for dynamic user interface
  - Next.js for server-side rendering
  - Tailwind CSS or Material-UI for styling
- **Backend:**
  - Node.js with Express.js for server operations
  - GraphQL for data querying
- **Content Management:**
  - Contentful or Strapi as headless CMS
- **Build and Deployment:**
  - Vercel or Netlify for deployment
  - GitHub Actions for continuous integration

### 1.2 Server Architecture

- **Cloud Provider:** AWS or Azure
- **Architecture:**
  - Microservices architecture with Docker
  - Load balancing via AWS or Azure

### 1.3 Database

- **Database Choice:**
  - PostgreSQL for relational data
  - Redis for caching
- **Schema Design:**
  - Normalised schema for data management

### 1.4 Security

- **Authentication:**
  - OAuth 2.0 and JWT for secure sessions
- **Data Protection:**
  - AES-256 encryption
  - HTTPS with SSL/TLS
- **Vulnerability Management:**
  - Regular audits and penetration testing
  - Web Application Firewall (WAF)

### 1.5 Performance Optimisation

- **Caching and CDN:**
  - Browser caching and Cloudflare CDN
- **Optimisation Techniques:**
  - Minification of JavaScript and CSS
  - Lazy loading for images
- **Monitoring and Analysis:**
  - Tools like New Relic or AWS CloudWatch

## 2. User Experience (UX) Specifications

### 2.1 User Journeys

- **Beginner Segment:** Introductory content
- **Intermediate Segment:** Tailored consultations
- **Advanced Segment:** Optimisation services

### 2.2 Wireframes

- **Homepage:** Hero section, services, case studies
- **Service Pages:** Detailed descriptions and outcomes
- **Client Portal:** Project overviews and analytics

### 2.3 Interactive Elements

- Hover effects, form validations, data visualisation, live chat

### 2.4 Navigation Structure

- **Primary Navigation:** Homepage, About, Services, Blog, Contact
- **Secondary Navigation:** Client Login, Resources, Case Studies

### 2.5 Design System

- **Colour Palette:** Soft greens and blues
- **Typography:** Modern sans-serif fonts
- **Imagery:** High-quality, professional images

## 3. Market Analysis Insights

### 3.1 Competitor Benchmarking

- Websites like HubSpot, Moz, SEMrush, Ahrefs

### 3.2 Current Web Design Trends

- Dark mode, minimalistic aesthetics, interactive elements

### 3.3 Essential Features for Marketing Agency Websites

- Responsive design, SEO optimisation, client portals

## 4. Conversion Optimisation Strategies

## 4.1 Techniques

- Clear value proposition, strategic CTAs, high-quality content
- Live chat, testimonials, lead magnets, A/B testing

## 4.2 SEO and Analytics Integration

- Google Analytics for monitoring user behaviour

# 5. Client Portal Best Practices

## 5.1 Portal Features

- Customisable dashboards, secure communication, real-time analytics

# 6. User Experience Impact Assessment

## 6.1 Positive Aspects

- Modern technologies for UI and fast loading times

## 6.2 Potential Challenges

- Complexity in integrating multiple technologies

## 6.3 Mobile Experience

- Mobile-first design with cross-device testing

## 6.4 Accessibility Compliance

- WCAG standards compliance for inclusive design

# Conclusion

- This document provides guidelines to ensure the GreenLight Digital Media website aligns with strategic goals and delivers an exceptional user experience.

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## Implementation Mapping from “Design Description”

- Components to update
  - Buttons: Primary gradient variant, hover and focus states
  - Navigation: Sticky translucent header with blur and divider

- Cards: Hover sheen and subtle scale
- Section reveal: IntersectionObserver + reveal classes
- Tech notes
  - Tailwind tokens for color, spacing, shadow, and motion
  - Framer Motion for hover and entrance animation where appropriate
  - Respect prefers-reduced-motion media query
- Assets
  - Gradients: Emerald Sky, Arctic Dawn, Blush Quartz
  - Typography via next/font with swap
- Links
  - Design Description

## Implementation Checklist

- ☐ Add Tailwind config tokens for colors, spacing, shadows, transitions
- ☐ Build Button, Card, Nav components with hover and focus states
- ☐ Add section-reveal utility and IntersectionObserver hook
- ☐ Integrate gradient backgrounds where specified and cap usage to 30% viewport
- ☐ Performance pass: font preloads, AVIF/WebP, motion throttling
- ☐ Accessibility pass: 4.5:1 text contrast, visible focus, reduced motion