

# Website Development PPR: Packers & Movers Website

## 1. Project Goal

Develop a professional and conversion-friendly Packers and Movers service website similar to Elephant Packers & Movers, showcasing services, capturing leads, and ranking in search engines.

## 2. Website Features (Frontend & Backend)

Frontend Features:

- Homepage: Hero section, service highlights, trust badges, contact CTA
- About Us: Company background, mission, years of experience
- Our Services: House shifting, office moving, vehicle transport, packing & storage
- City Pages: Dynamic SEO pages like /packers-and-movers-gurgaon
- Request Quote Form: Collects name, mobile, origin, etc.
- Testimonials: User reviews with ratings
- Why Choose Us: 24/7 support, trained staff, insurance
- Contact Page: Google map, contact info, form
- Blog (Optional)

Backend Features:

- View leads, update services/cities
- Upload images/testimonials
- Manage quote requests

## 3. Recommended Tech Stack

Frontend: HTML5, CSS3, JS, Bootstrap/Tailwind

Backend: PHP (Laravel or Core PHP)

Database: MySQL

Hosting: Shared/VPS (e.g., Hostinger)

CMS Option: WordPress (optional)

Security: SSL, Captcha, Basic Firewall

SEO: Yoast SEO, schema markup

## **4. Page List**

1. / - Home

2. /about-us

3. /services

4. /contact-us

5. /request-quote

6. /packers-and-movers-gurgaon

7. /packers-and-movers-delhi

8. /testimonials

9. /blog (optional)

## **5. Key Integrations**

- Google Maps Embed

- WhatsApp Click-to-Chat

- Email Notifications (SMTP)

- Quote Request CRM

- Live Chat (Tawk.to or Zoho Chat)

- Analytics (Google Analytics, Meta Pixel)

## **6. Development Timeline**

Phase 1: Design (UI/UX, Mockups) - 2-3 Days

Phase 2: Frontend Development - 3-5 Days

Phase 3: Backend Integration - 4-6 Days

Phase 4: Testing & QA - 2 Days

Phase 5: Launch - 1 Day

Total: ~12-15 Days

## **7. Estimated Cost (Basic Version)**

Domain & Hosting: Rs.2,000-5,000/year

Design & Development: Rs.8,000-20,000

SEO & Marketing Setup: Rs.5,000-10,000

Total: Rs.15,000-35,000 approx.

## **8. Add-Ons (Optional)**

- Service Booking Calendar
- Shipment Tracker
- Newsletter System
- Mobile App (React Native or Flutter)
- AI Chatbot (like Nisha AI or Botpress)

## **9. Action Plan (Next Steps)**

1. Finalize your service list and target cities
2. Choose domain name and hosting provider
3. Select design reference (from Elephant Movers or others)
4. Decide: WordPress or Laravel
5. Begin development phase-by-phase