

## Website Optimisation Strategy for Divyansh International

**Primary Objective:** Generate high-quality B2B enquiries (not direct sales)

### 1. OVERALL DIRECTION

Develop a digital showroom-like experience. The website should be premium, visual-first, informative, and globally appealing to serious importers and trade partners.

### 2. CURRENT SITE vs. REQUIRED CHANGES

Section	Current Setup	What Needs to Be Added/Improved
Homepage	Static hero, limited detail	Dynamic hero slider, animated visuals, global footprint, scroll-based storytelling
About Us	One-paragraph intro	Visual timeline, founders' note, team section, export stats, warehouse images
Products	Simple grid view	Catalogue view with hover effects, spec sheets, filters by type/pack/grade
Contact	One simple form	Separate General/Bulk forms, floating WhatsApp CTA
Catalogue	Not integrated	Interactive electronic catalogue viewer (page-flip type) categorised by product types

### 3. DESIGN INSPIRATIONS + CUSTOMISATIONS

Reference Site	Inspiration	Our Take
SwissPack	Filterable catalogue + visuals	Design an enquiry-builder based on categories
Swissonline	Electronic flip catalogue	Embed as "Product Enquiry Catalogue" (with selection + download + send options)
PearlCrop	Packaging graphics + hover effects	Use close-up footage of nuts/seeds with pack-change animation
Bolas	Typography + heritage layout	Add clean font, export timeline, map of distribution

## 4. FEATURES TO LAUNCH

### 1. Interactive Enquiry Builder

Allows users to choose products throughout the site, add to a list, and submit all at once.

*Filters: Product Type, Grade, Pack Format, MOQ.*

### 2. Micro-Videos on Product Pages

10-20 sec video shots of texture, packaging, and the grading process.

### 3. Packaging & Export Module

Imagery indicating pouch/jar/bulk formats, icons for private labelling, and region demand details.

### 4. About Us Redesign

Timeline + team profiles + founder message + real factory images + stats: #countries, #clients.

### 5. Persistent CTA Elements

Floating enquiry bar, sticky WhatsApp button with prompt text.

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## 5. DESIGN LANGUAGE

- **Typography:** Professional sans-serif, modern, spaced.
  - **Colour Scheme:** Clean whites, deep browns, gold/beige accents.
  - **Animations:** Soft hover and scroll animations.
  - **Imagery:** Use real, high-resolution shots of raw products, packaging, warehousing, and export.
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## 6. OPTIONAL STAND-OUT ADDITIONS

Feature	Purpose
Global Dry Fruit Trends (Live Feed)	Builds credibility and engagement
PDF Export of Enquiry	Helpful for procurement teams
Multilingual Toggle	For Arabic, Hindi, French, etc.
Trade Desk Highlights	Displays ease of doing business with them

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## 7. OUTCOME

This website won't simply list products. It will:  
- Behave like a trade assistant that knows how B2B works  
- Showcase Divyansh's ability and credibility clearly  
- Encourage international buyers to take action and submit meaningful enquiries  
- Match industry best practice, yet feel distinct and memorable

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**Next Steps:** - Turn this doc into a design handover brief + sitemap - Start planning wireframes with the dev partner - Start to collect assets: product images, videos, team bios, founder quotes