Changes that can be implemented in our authorassists -

1. Item-icon should be added in all the pages

2. We should have an option of uploading files later.

Not everyone is interested in uploading their manuscripts in the first attempt, sometimes its all they enquire about.

3. Our clients name should be in big letters

4. Need to change the chatbot - We are not advertising Zendesk

5. We should have a FAQ page

6. Team Editors and Testimonial designs should be more proper.

Just like team editors, even the testimonials should have diagrams.

WE can have the Testimonial page like - https://www.editage.com/expertise/testimonials.html

7. No need for pricing calculator in all the pages

8. The following should have their sections in our home page -

a. News and Events

b. Blogging sections with diagrams (People go through the diagrams first and then the text)

c. Prizes and Awards

d. Careers

e. Languages we can translate - https://www.editage.com/all-about-publication/?top=&PlacementPage:Top-navigation&PlacementButton/Link:All-About-Publication

f. Privacy policy page - A privacy policy is must for every website, a privacy policy lets the visitor to your website know what you’ll do with the personal information they give you.

g. Terms and conditions page - This is a page the outlines the “rules” a visitor to your site must agree to abide by in order to use your website.

9. Our Author assists logo is in deep blue and Orange. The whole theme should be that colors only, and not light blue and mud yellow colors.

10. We need to be more active on social media. People usually connect via social media. We hardly have any activity on fb, insta or twitter.

11. We need to have proper SEOs done to be on the top of the google search results

12. The websites needs to be Responsive.

13. In contact Us page, there is no Indian address, whereas, the address is available in the footer of the page.

This is contrasting in itself.

14. Mails should be sent to the people registered with us in order to update them with the latest happenings.

Simultaneously, an unsubscribing option.

15. We can partner up with the universities and can come up with the option of Group Benefits.

This will also help in marketing

16. WE should have an option of "Partner with us".

17. About Us Page can be designed like - https://www.editage.com/about-us/

18. We can have a get Started option like - https://www.scribendi.com/contact ---> Get Started

**Things to keep in mind –**

1. We need to have a design in mind with the theme colors –

Our theme colors are orange and royal blue. Both are very strong colors in itself. So our website should have some colors that are not so bold but at the same time can instil confidence in our clients.

<https://smallbiztrends.com/2014/06/psychology-of-colors.html>

1. Decide on what all are the pages we need to have –

Home page, About Us, Contact Us and Blogs are a must for the websites.

<https://digital.com/blog/must-have-pages/>

1. Decide on the contents of the pages –

We need to make sure the contents are easily understandable and user friendly. The design and the contents should be appealing to the users. The users can be anyone from around the world and not necessarily have good fluency or understandability in English.

<https://www.lireo.com/website-page-content/>

1. Home page is the first page that opens when we go to any websites. So that page needs to have most relevant and necessary information.
2. We should have an option to upload the manuscripts later. We need to understand that people usually don’t want to share their work with publishers they don’t have confidence in.
3. All the pages need to be consistent and aligned with the common information. Not like one page should have contact us information and other pages are missing the links.
4. FAQ, prize and awards section, careers, testimonial, privacy policy, blogs section instils a sense of confidence in the activities of the organization.
5. All the tech-giants uses <https://www.chatbot.com/> . It uses Artificial intelligence for chatting technology and hence it is fully automated.

PS. – We already have our database designed and functional and hence any improvements made on the front-end should not affect the tables in the database. We can add tables but not remove or delete any.