

Website Improvement Plan - Professional Upgrade

1. Overall Alignment, Spacing, and Layout

- Audit all pages for proper padding, margins, and visual consistency.
- Apply a modular grid system (e.g., 12-column layout) for perfect alignment.
- Standardize typography: consistent heading sizes, paragraph spacing, and line heights.

2. Logo Placement and Brand Colors

- Relocate logo to appropriate position (top-left or center depending on style).
- Apply consistent primary and secondary brand colors across the website.
- Ensure button colors, hover effects, and text styles align with brand identity.

3. Homepage Slider Redesign

- Create a clean, professional hero slider.
- Focus on 2-3 impactful slides with strong headings and call-to-action (CTA) buttons.
- Use lightweight, optimized images for faster loading.

4. Shop Category Organization

- Display categories in a modern card grid style with hover animations.
- Optional: Add a filter sidebar for easier browsing (by type, price, etc.).
- Implement breadcrumb navigation for better user experience.

5. Header and Footer Updates

- Redesign the header for simplicity: logo, navigation links, CTAs (cart, login, etc.).
- Rework the footer to match brand structure: contact info, quick links, and social media icons styled consistently.

6. Smooth Modern Animations

- Use subtle fade-ins, hover effects, and button transitions.
- Implement lightweight animations for a clean and fresh feel.
- Avoid excessive animations to maintain a professional appearance.

7. Product Display Improvement

- Redesign product cards for better image presentation.
- Highlight "Add to Cart" buttons clearly.
- Add quick-view options for products.
- Emphasize clean pricing displays, showing discounts if available.

8. Mobile Responsiveness

- Implement responsive grid layout and flexible typography.
- Add sticky mobile headers with a hamburger menu.
- Ensure all buttons and forms are touch-friendly.

9. Website Speed Optimization

- Replace heavy images with WebP formats.
- Compress all images using tools like TinyPNG.
- Enable basic caching (browser and server-side).

10. Basic SEO Setup

- Optimize page titles and meta descriptions.
- Add proper alt texts to all images.
- Maintain clean, SEO-friendly URL structures.
- Generate and submit sitemap.xml to search engines.

11. Site Security & Regular Backups

- Install SSL certificate (if not already installed).
- Use security plugins/firewalls (e.g., Wordfence for WordPress).
- Enable automatic weekly backups to cloud storage (Google Drive, Dropbox, etc.).

12. Product Images Update

- Source or create professional-grade product images.
- Ensure consistency in size, background, and resolution.
- Optimize new images for web and SEO (rename files properly).

Deliverables Summary

- Complete front-end design refinement.
- Basic backend setup (SEO, security, speed, backups).
- Updated product images.
- Consistent, professional brand presentation across the website.