

Seattle Biz Connect

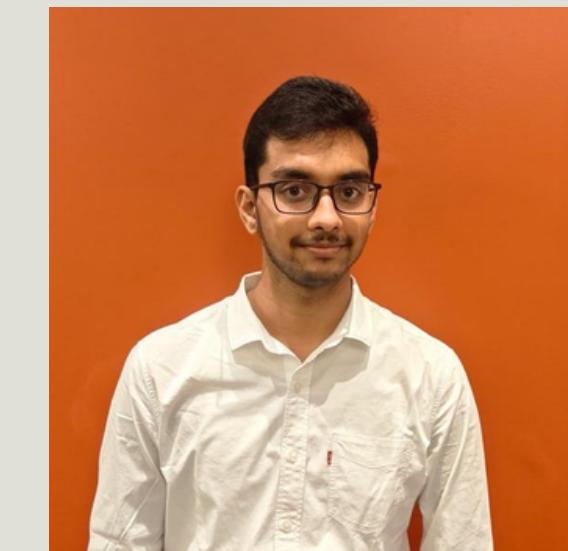
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A gateway to emerald city's businesses

Meet our Team



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**User Experience (UX) &
User Interface (UI)
Designer**



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**User Experience (UX)
Designer & Web
Developer**



Jaya Saran Teja
**Server Administrator &
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**Information Architect &
Quality Assurance (QA)
Tester**



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**Web Content Specialist
& Quality Assurance
(QA) Tester**

Seattle Biz Connect:

Highlighting Local Business

Seattle Biz Connect showcases Seattle's diverse businesses, from small eateries and craft breweries to startups and established firms. We link people with top local spots, uniting the vibrant business community in one place.

Introduction

Why Seattle Biz Connect?

- Explore eateries, shops, and more
- Boost local businesses
- Track Seattle's business trends
- One-stop hub for food, culture, and startups.

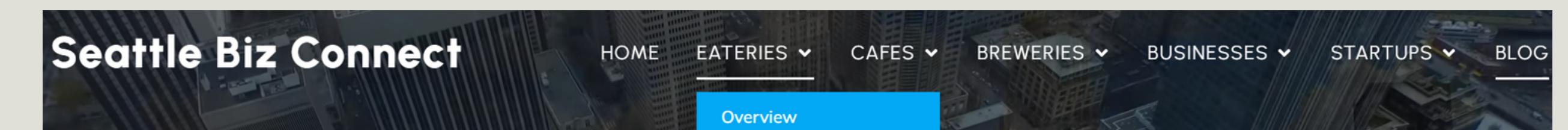
Seattle Biz Connect

HOME EATERIES ▾ CAFES ▾ BREWERIES ▾ BUSINESSES ▾ STARTUPS ▾ BLOG

Website Overview - Key Sections

- **Home Page:** Featured businesses, updates, and trending Seattle spots
- **Eateries:** Details about local restaurants and their business operations
- **Cafes:** Insights into local cafes and their business models
- **Breweries:** Information on breweries, their operations, and market presence
- **Startups:** Profiles of emerging businesses and their growth strategies
- **Business:** Information about established businesses and their impact on the local economy
- **Blogs:** Articles and insights on the business landscape and industry trends in Seattle

Website Structure Strategy



Structure

- Engaging Users streamlined navigation for quick discovery of contents
- Showcasing variety curated highlights of cafés, eateries, breweries and businesses
- Boosting the visibility spotlight features to promote local startups and firm
- Centralizing Insights blog hub for trends stories and updates

Strategy

- Easy access for discovery
- Targeted business promotion
- Blend storytelling with updates
- Build community connection

User Experience (UX) Design Strategy

UX Design Strategy

- **Seamless Navigation:** Designing intuitive wireframes and navigation flows for effortless browsing.
- **Content Discovery:** Structuring categorized content for easy access to businesses, food spots, and startups.
- **Enhanced Interaction:** Optimizing search and filtering features to improve user engagement.
- **Inclusive Accessibility:** Implementing accessibility best practices for a user-friendly experience.
- **Consistent UI:** Working closely with designers to maintain visual and functional consistency across pages.

UI Design Strategy

User Interface (UI) Design Strategy

- **Brand Representation:** Crafting a visually compelling interface that reflects Seattle's dynamic business culture.
- **Structured Layouts:** Designing an intuitive page structures for business directories, food hubs, and startup showcases.
- **Consistent Branding:** Maintaining a unified color scheme, typography, and visual identity throughout the site.
- **User Engagement:** Optimizing call-to-action placements to drive interaction and conversions.
- **Responsive Experience:** Collaboratinhg with developers to ensure seamless performance across all devices.

Development Strategy

Site Optimization

CMS: WordPress for easy content management.

Design: Inspiro theme for custom layout.

Plugins:

Security: Wordfence

Performance: WP Rocket

Analytics: MonsterInsights

Optimisation: Image compression, caching, reliable hosting.

Security: Regular updates, backups, monitoring.

Mobile & SEO: Responsive design, SEO best practices.

Launch & Maintenance: Test, deploy, update, and optimize.

Cloud Server Optimization

- **EC2:** Running on a virtual server an AWS applications in the cloud.
- **Keep an Eye:** Using CloudWatch to monitor performance and uptime.
- **Stay Secure:** Regularly updating and patching Instances to protect it.

Server Maintenance Strategy

- **Control Access:** Setting up IAM roles and security groups to manage the access.
- **Stable Connection:** Using an Elastic IP for keeping a fixed address for the instance.
- **Handle Traffic Surges :** Set up Auto Scaling to adjust resources when needed.

Content Strategy

Content

- S • Easy navigation with concise engaging reviews
 - Featuring diverse cafés, eateries, breweries and startups
 - Spotlight trends and stories to boost visibility
 - Blog hub with fresh updates and insights

Strategy

- Simplifying access and promote discovery
- Highlighting the variety with compelling content
- Enhancing local business exposure
- Keeping relevant with consistent updates

Validation & Testing Strategy

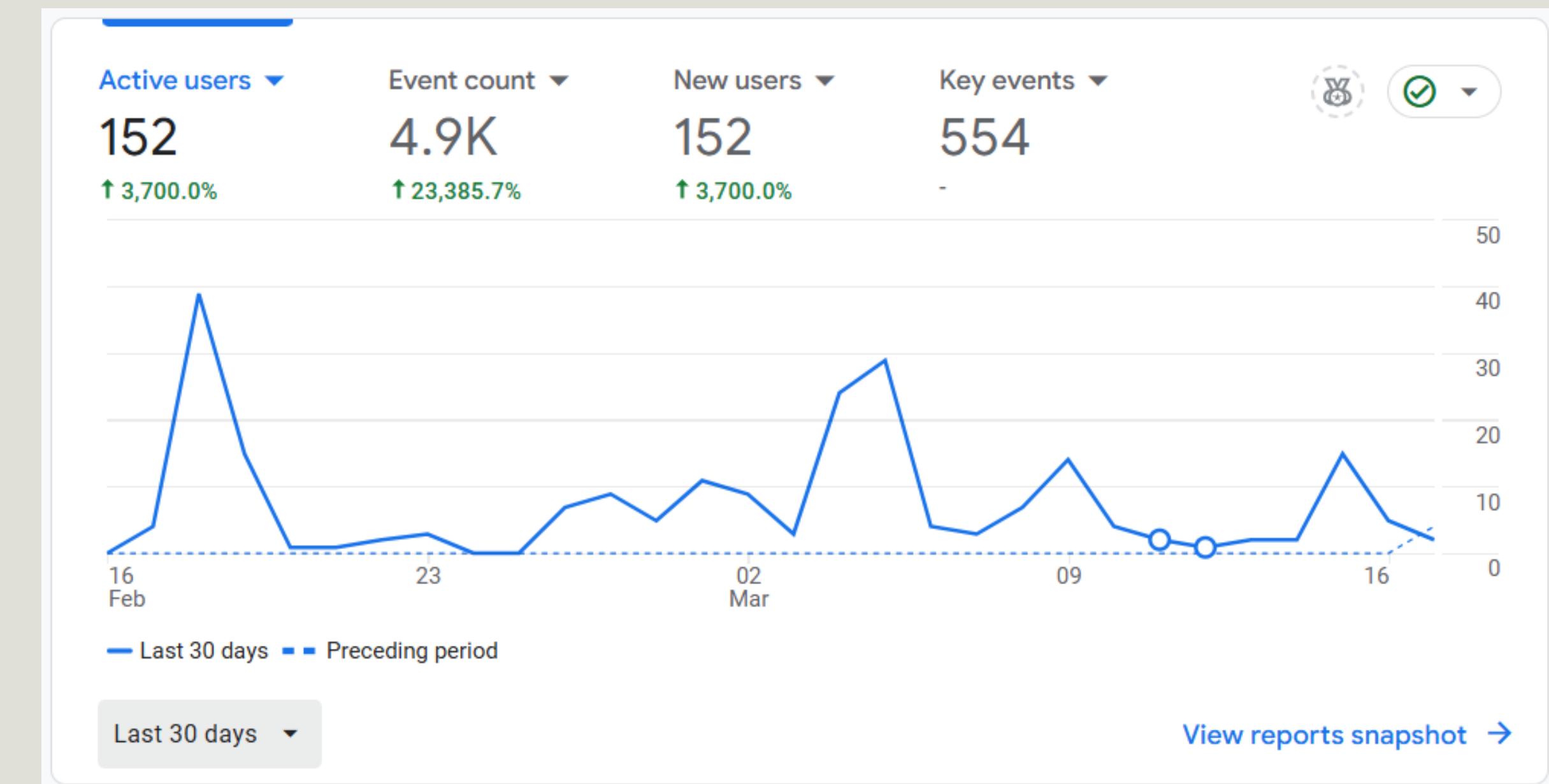
Validation

- Confirm navigation is intuitive and fast
- Check content accuracy and relevance
- Validate appeal of features and blogs
- Ensure variety reflects Seattle's business scene

Testing

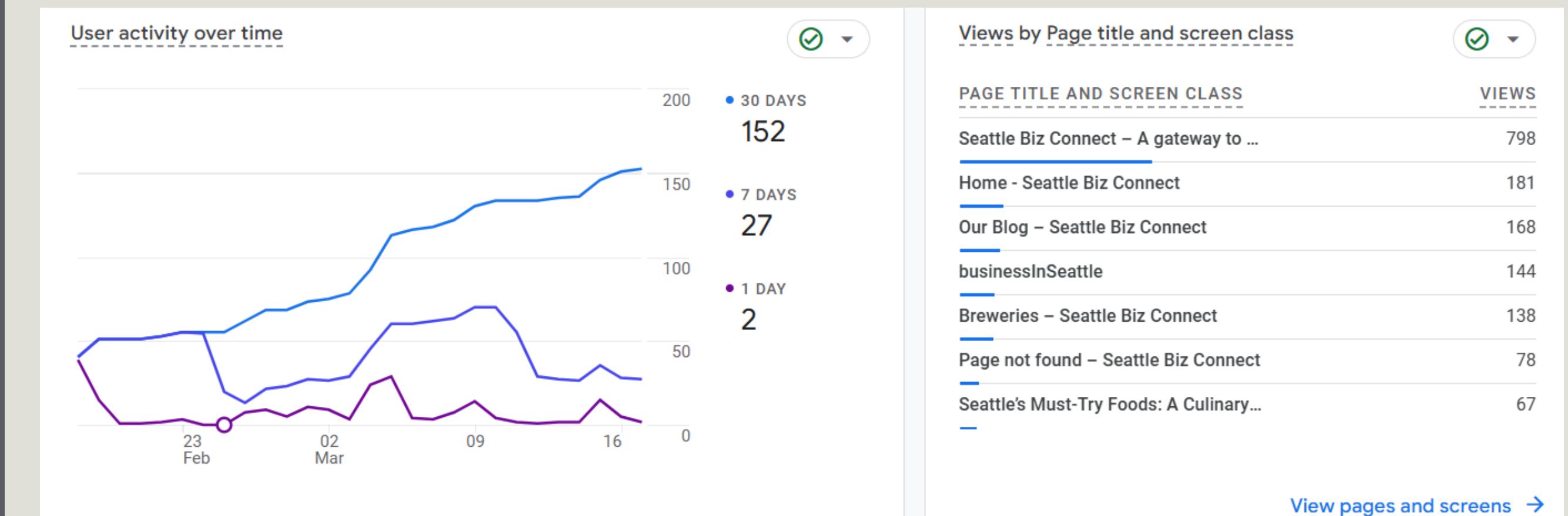
- Testing site speed and responsiveness
- Assessing user interaction with sections
- Collecting feedback on usability and content
- Monitoring update consistency and performance

GA4 Analytics & Performance Tracking Strategy



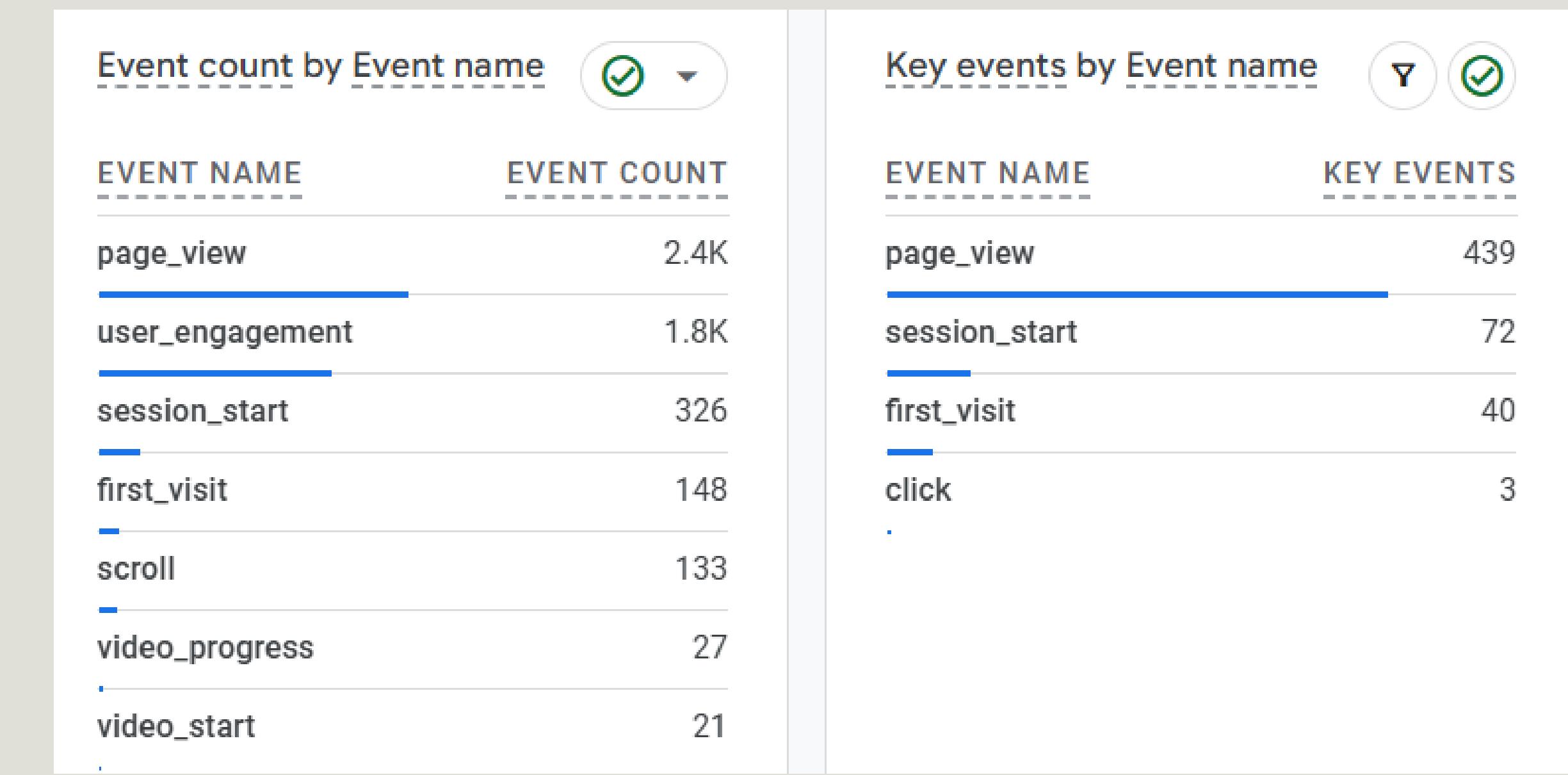
- **User Growth:** Active users (152) and new users (152) increased significantly by 3,700%, indicating a surge in traffic.
- **High Engagement:** Event count (4.9K) saw a massive 23,385.7% rise, with key events reaching 554, suggesting strong user interaction.
- **Traffic Trends:** Spikes in activity were observed mid-February and early March, showing fluctuating but consistent engagement.

GA4 Analytics & Performance Tracking Strategy



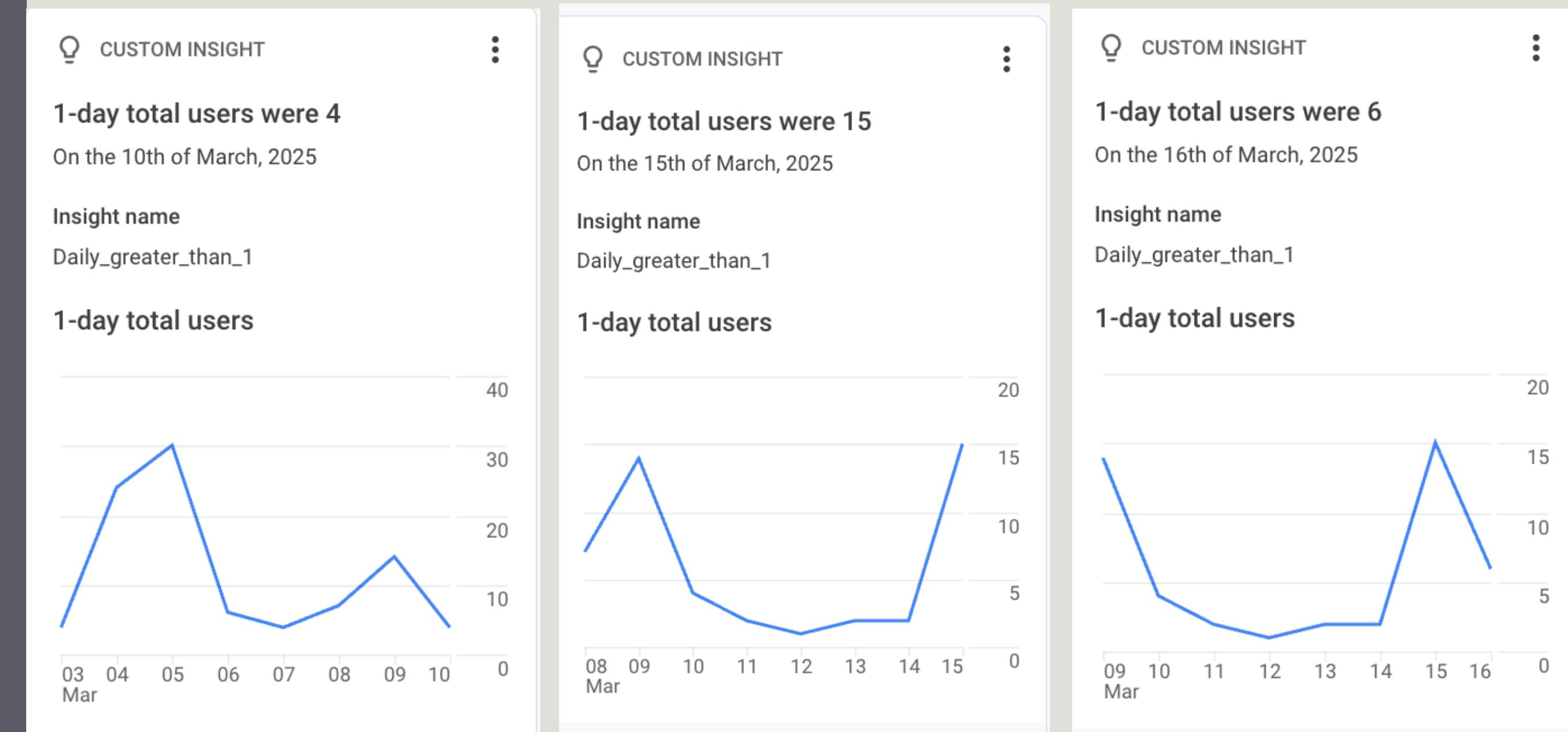
- **Active User Growth:** Over the last 30 days, active users reached 152, with 27 in the past 7 days and 2 in the last day, showing steady engagement.
- **Top Pages:** The most viewed page is "Seattle Biz Connect – A gateway to..." with 798 views, followed by the homepage (181 views) and the blog page (168 views).
- **User Behavior Trends:** A consistent increase in user activity is observed since early March, with fluctuating engagement in previous weeks.

GA4 Analytics & Performance Tracking Strategy



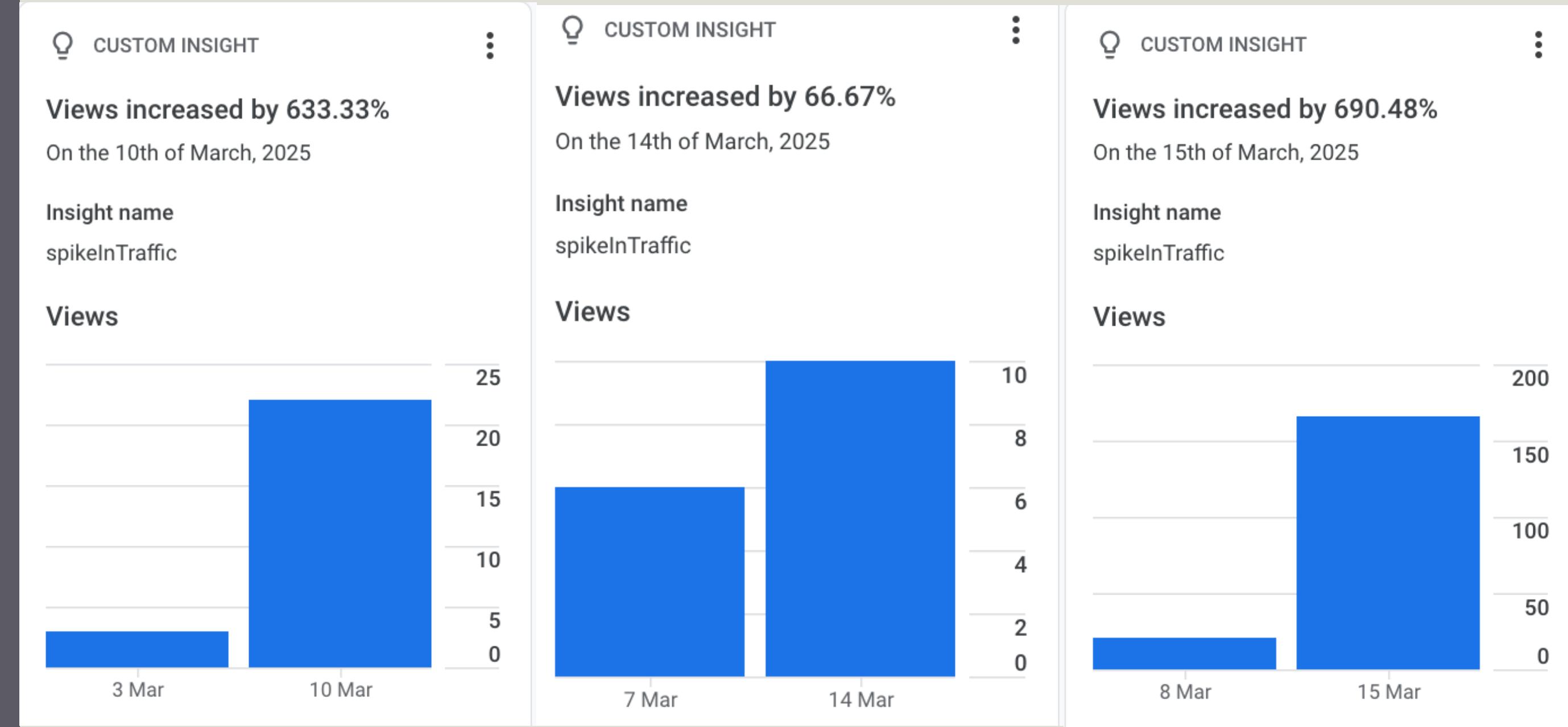
- **Top Events:** "Page_view" (2.4K) and "User_engagement" (1.8K) are the most frequent events, showing strong visitor interaction.
- **Key Engagement Metrics:** "Page_view" leads with 439 key events, followed by "Session_start" (72) and "First_visit" (40), highlighting user entry points.
- **User Actions:** Scrolling (133), video progress (27), and clicks (3) indicate moderate engagement with content beyond page views.

Insights: Users



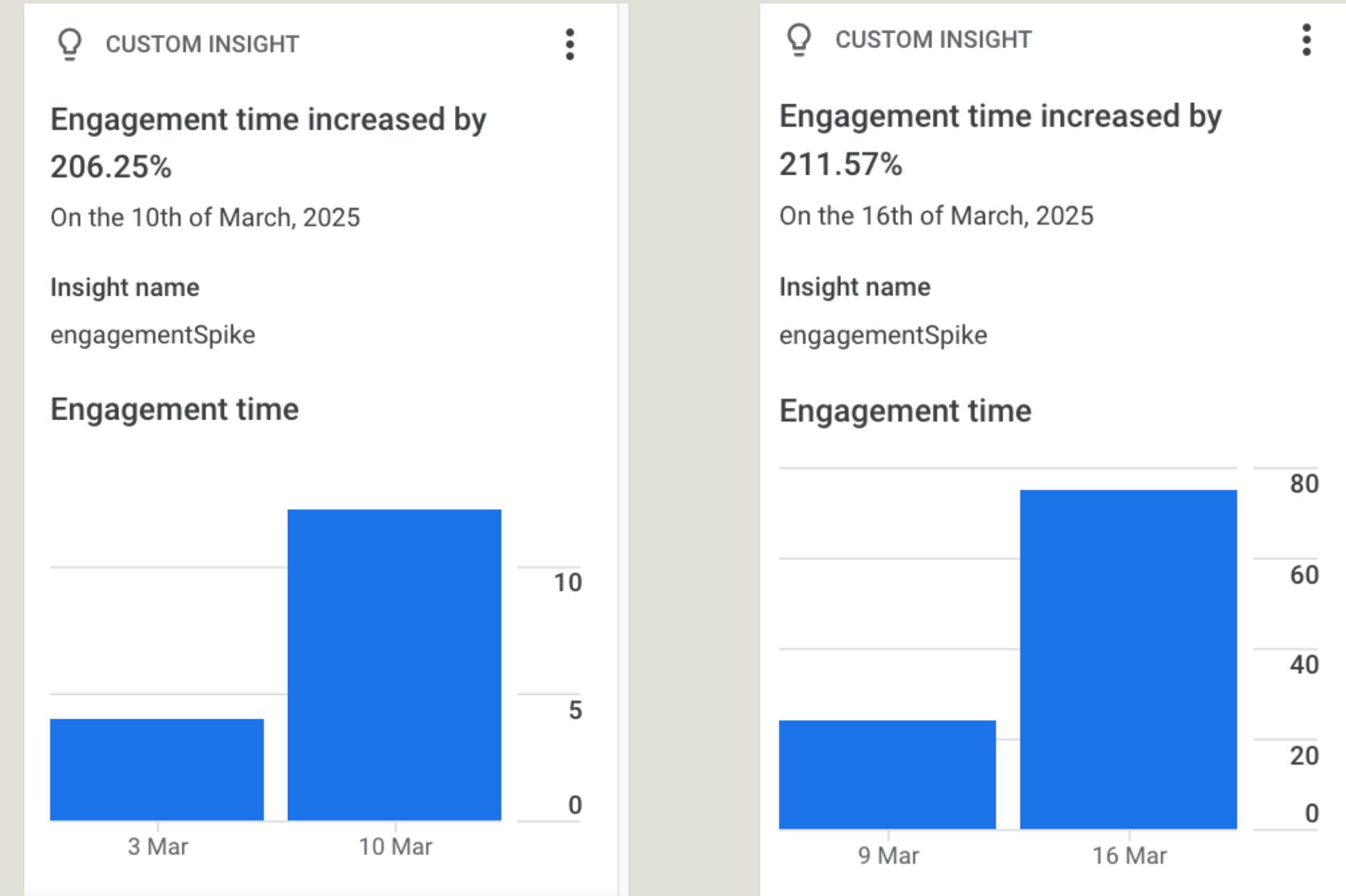
- User activity changes day by day, showing natural fluctuations.
- More people visited on March 10 (4 users), March 15 (15 users), and March 16 (6 users).
- These insights help us understand when engagement is higher.

Insights: Views

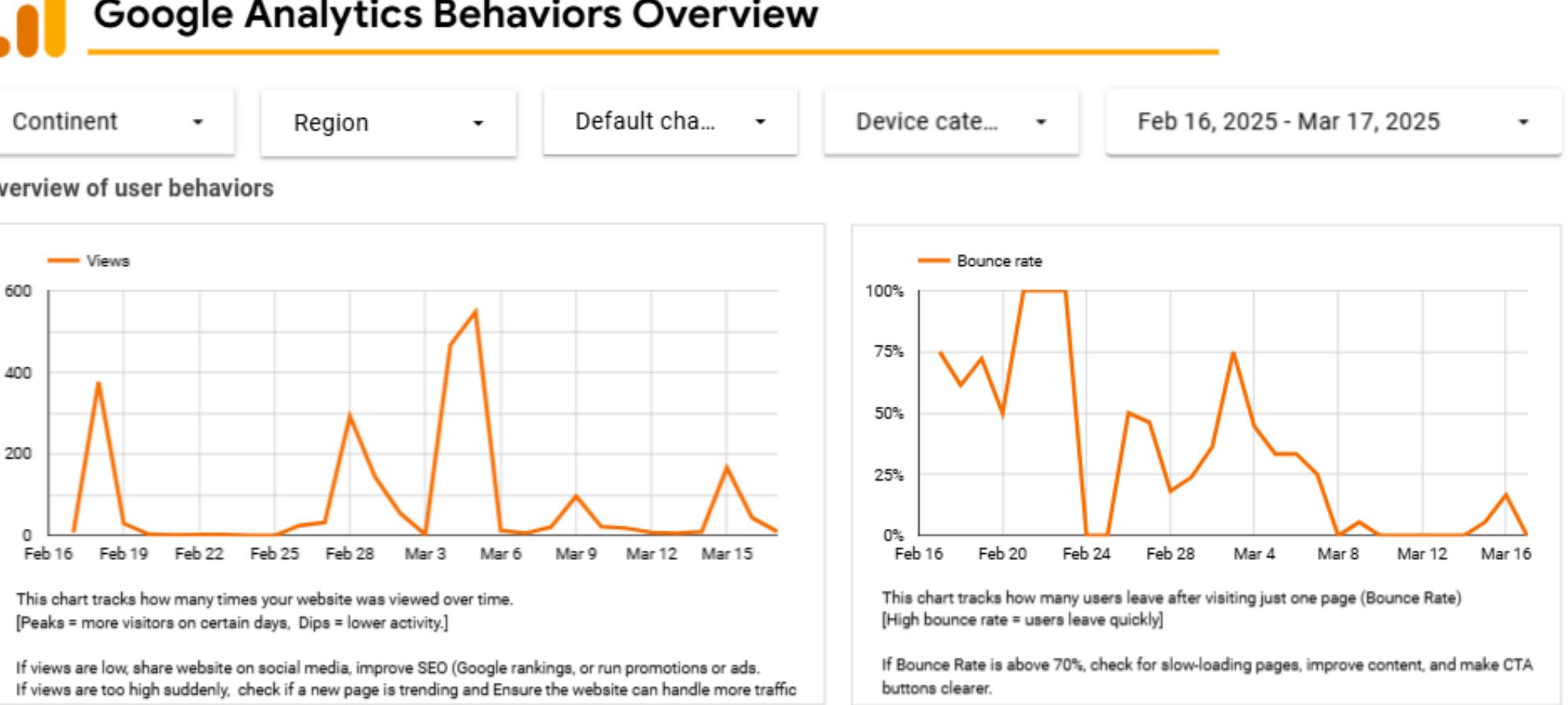


- Views saw major spikes, with the highest increase on March 15 (690.48%).
- Significant growth also occurred on March 10 (633.33%) and March 14 (66.67%).
- These insights help track sudden surges in audience interest.

Insights: Engagement



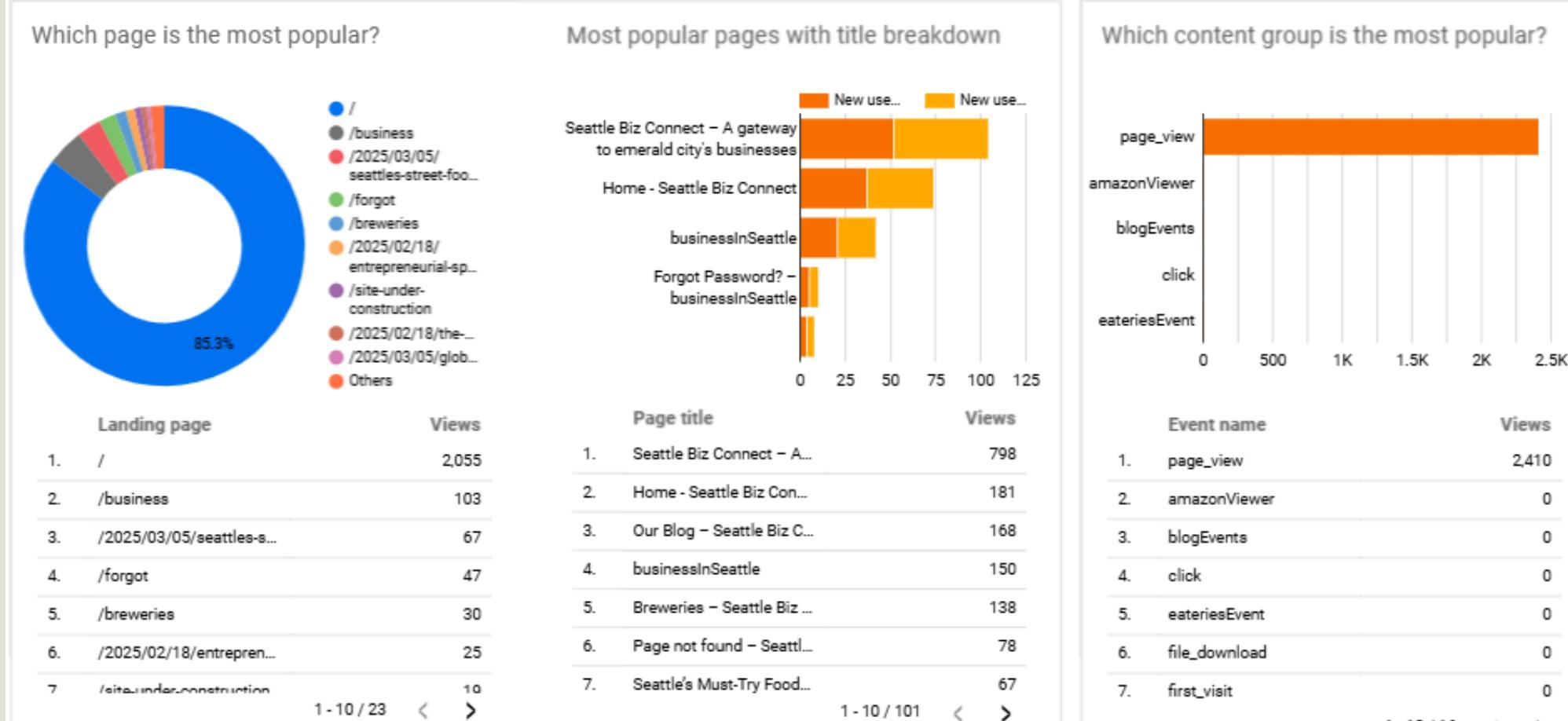
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Dashboards:

Behavioural Overview

What do users see when they are in your website?



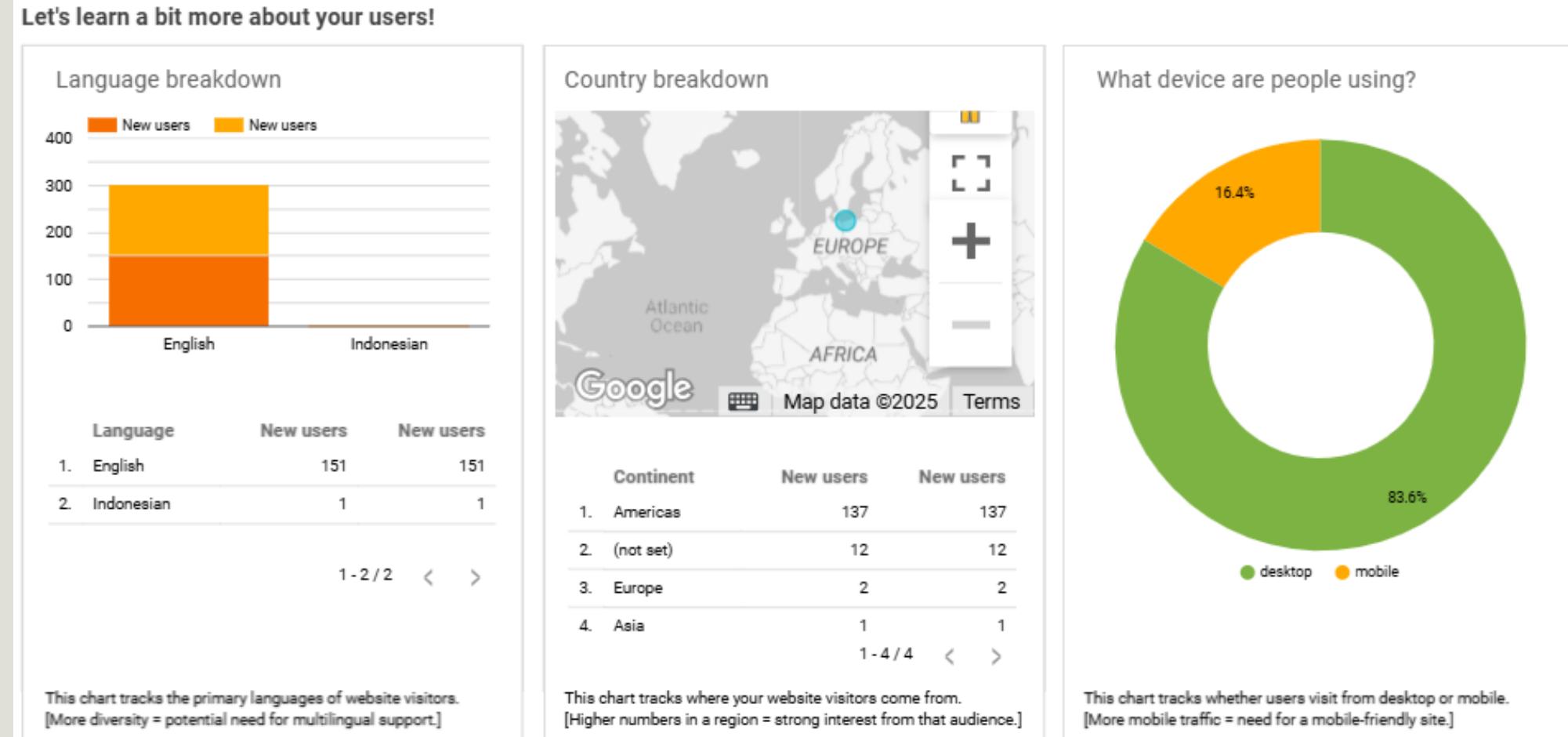
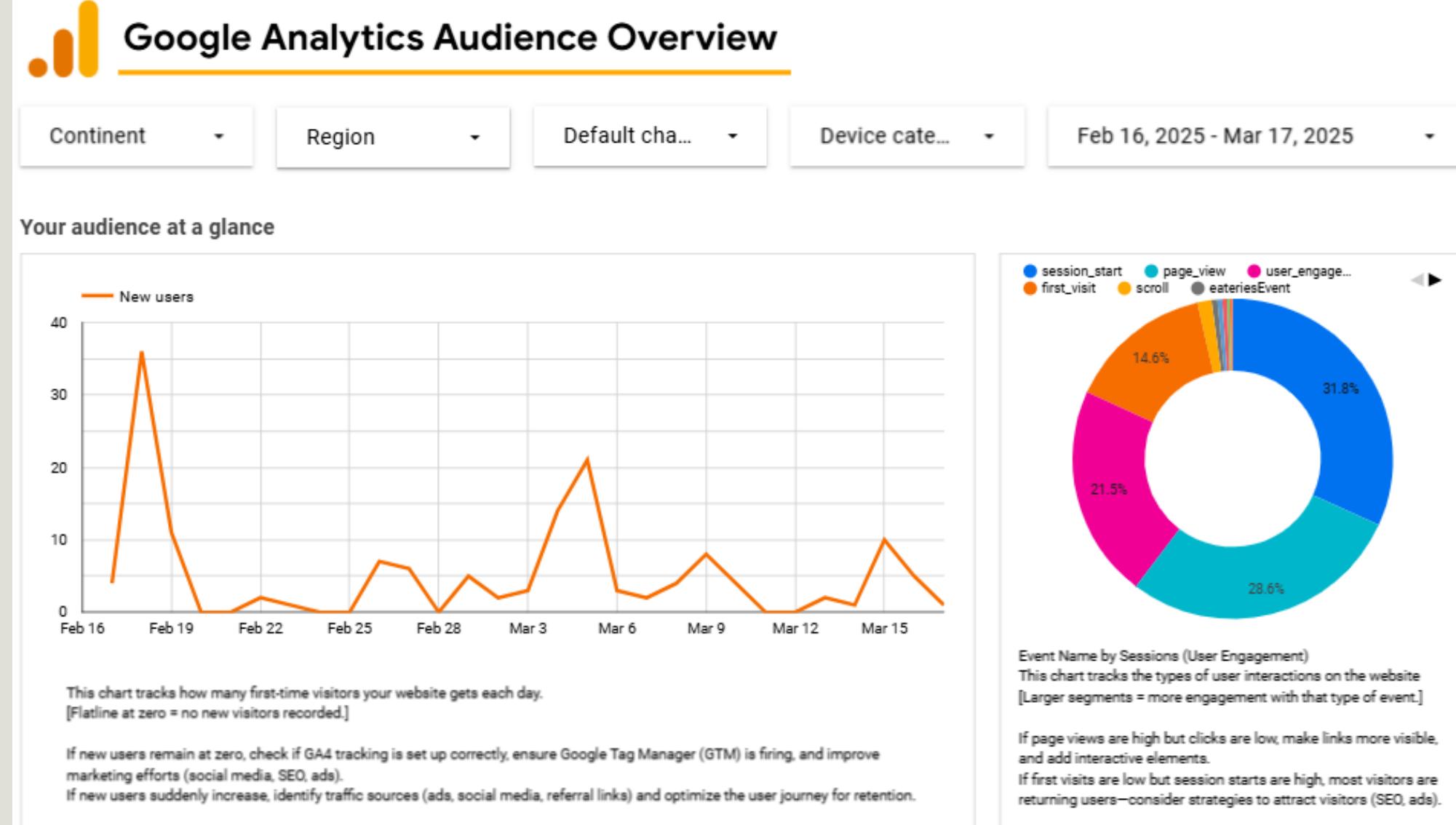
This chart shows which website pages get the most views. [High page views = popular content, Low page views = less interest.]

If a page is very popular, add CTAs (e.g., "Contact Us" or "Subscribe"), promote related content, and optimize for conversions; If a page gets few views, improve its SEO and share it on social media.

This chart tracks which content types users engage with the most (e.g., blog events, page views, clicks)

[High page views but low clicks = users read but don't interact.]

Dashboards: Audience Overview



Conclusion

Final Thoughts

- Successfully built a central hub to highlight Seattle's diverse business ecosystem
- User-friendly UX/UI design enabling smooth navigation and discovery
- Boosted local business visibility through curated content and spotlight features
- Integrated GA4 analytics for performance tracking and user behavior insights
- Significant growth in user engagement and page views observed
- Scalable, secure, and optimized website architecture
- Strong foundation for future content expansion and community connection

A scenic view of the Seattle skyline at sunset. The Space Needle is prominent on the left, its observation deck glowing with warm light. The city's modern skyscrapers are silhouetted against the bright sky. In the distance, Mount Rainier stands tall with its characteristic snow-capped peak. The water of Elliott Bay is visible on the right.

Thank You!

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