Theme selected : Minimal – Modern version

There are a few reasons why I chose minimal theme for my website

1. Minimal is a new and responsive designed theme. Such a theme was easier to manipulate technically because of the presence of sections in its code (which I am more comfortable working with). Not just that, it being a responsive design means it can adjust its look and feel based on the device it is being accessed through and that is very important for a good user experience.

2. Minimal had a simplistic look. I did see a lot of themes with more elaborate designs but it was good for the story I wanted to convey in a simple manner

3. With the slideshow and the video options give me flexibility to include different kinds of content on the website.

4. I saw case studies in which even services based businesses like mine were able to use this theme effectively

Apps used for optimization and other features

1. Google Analytics
2. HotJar
3. Facebook Pixel
4. Tidio Live Chat
5. SEO manager
6. Apps for lead collection