

## **Fibrotops Website Improvement Plan**

**For:** Website Development Team

**Goal:** Enhance user experience, functionality, and B2B conversion potential

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# **1. Homepage & Branding**

### **Action Items:**

- **Add a Value Proposition Banner:**
    - Example: "Leading Manufacturer of FRP & GRP Products for Industrial Applications."
  - **Redesign for Modern Look:**
    - Clean, responsive layout with whitespace, large fonts, and high-contrast buttons.
  - **Brand Consistency:**
    - Use a maximum of 2 primary colours and 2 fonts throughout the site.
  - **Upgrade Product Images:**
    - High-resolution images (minimum 1200px), optimized for fast loading.
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# **2. Product & Service Pages**

### **Action Items:**

- **Detailed Product Descriptions:**
    - Features
    - Specifications (preferably in table format)
    - Applications/Use Cases
    - Compliance/Certifications
  - **Include Technical PDFs:**
    - Add "Download Brochure" or "Product Sheet" buttons.
  - **Product Categorization:**
    - Group by application or industry to streamline browsing.
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## 3. Navigation & User Experience (UX)

### Action Items:

- **Simplify the Main Menu:**
    - Suggested categories: Home | About Us | Products | Industries Served | Downloads | Blog | Contact
  - **Add Search Bar:**
    - Sticky header search for ease of access.
  - **Fix Broken Links & 404 Errors:**
    - Conduct a full site audit and fix or redirect dead links.
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## 4. Contact & Lead Generation

### Action Items:

- **Expand Contact Section:**
    - Address, Google Map embed
    - Phone number and email
    - Inquiry form with dropdown options (e.g., Bulk Order, Dealership Inquiry)
  - **Strategic Calls-to-Action:**
    - Home Page: "Get a Free Quote"
    - Product Pages: "Enquire Now"
  - **Add Social Media Links:**
    - Footer icons linking to platforms like LinkedIn, Instagram, etc.
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## 5. SEO, Speed & Analytics

### Action Items:

- **SEO Basics:**
  - Unique meta titles and descriptions for each page.
  - Keyword-optimized headings (H1, H2).
  - ALT text for all images.
- **Speed Optimization:**
  - Compress images using tools like TinyPNG.
  - Implement lazy loading.
  - Minify CSS and JavaScript files.

- **Analytics Setup:**
    - Install Google Analytics 4.
    - Set up Google Search Console.
    - Submit sitemap.xml and robots.txt.
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## 6. Bonus Enhancements (Optional but Recommended)

### Action Items:

- **Live Chat Integration:**
    - Tools like Tawk.to, Zoho Chat, or WhatsApp Business.
  - **Blog/Resource Center:**
    - Regular posts about products, innovations, and industry news.
  - **Client Testimonials:**
    - Showcase logos or short quotes from key clients.
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