



SUJOY SEN

WEBSITE DEVELOPMENT CASE STUDY

Key Challenges

- **Custom Design:** Clients often needed unique designs that required customization beyond standard themes.
- **Performance:** Optimizing for speed and responsiveness across devices.
- **SEO & Content Management:** Ensuring the sites ranked well on search engines while remaining easy to manage.

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OVERVIEW

I have developed responsive and SEO-optimized WordPress websites for various industries, focusing on creating user-friendly designs that meet client objectives. Each project required balancing aesthetics, functionality, and performance to deliver a high-quality digital presence.

SOLUTIONS

- **Custom Themes:** Built or customized themes to match branding and functional needs.
- **Responsive Design:** Ensured seamless user experiences across all devices.
- **SEO Optimization:** Implemented best practices, including optimized meta tags, keyword use, and fast load times.
- **Analytics Integration:** Integrated Google Analytics and other tools to track user behavior and performance.

Results

- **Improved SEO Rankings:** Increased visibility on search engines.
- **Faster Load Times:** Optimized for speed, improving user engagement.
- **Higher Conversions:** Enhanced user interfaces and clear CTAs resulted in improved lead generation or sales.