



WEBSITE REDESIGN & BUILD · PROPOSAL

A website worthy of *the table.*

A complete redesign and rebuild for Saffron Bakery & Restaurant, turning a capable ordering site into a warm, editorial home for a Charleston institution since 1986.

PREPARED FOR

Saffron, Charleston SC

PLATFORM

WordPress

TIMELINE

3 weeks

INVESTMENT

\$800 USD

Where the site stands today

Saffron has the hard part already: a genuine 40-year story, a distinctive raspberry brand color, and a library of beautiful in-house photography. The website doesn't yet do that justice. It works as an ordering tool, but it reads like a template, not like the restaurant.

THE ISSUE

No typographic identity. The site renders in default system fonts, the same stack millions of generic sites use.

WHY IT MATTERS

Type is how a brand signals character. Default fonts make a heritage restaurant feel anonymous and interchangeable.

THE ISSUE

Flat, uniform layout. Everything sits at the same visual weight in evenly spaced cards. There's no hierarchy guiding the eye.

WHY IT MATTERS

Without hierarchy, nothing feels important, so visitors skim and leave instead of being drawn into the food and the story.

THE ISSUE

A single, flat color. The palette leans on one magenta. A saffron gold already sits in the site's code, but on only a couple of minor labels, so it never reads as part of the brand.

THE OPPORTUNITY

The name itself points to gold. Bringing that accent forward gives the palette a second, recognizable color and real depth, without introducing anything foreign to Saffron.

THE ISSUE

The food photography is buried. Beautiful in-house photos are packed into a busy, uniform grid and shown small, so individual dishes never get to shine.

WHY IT MATTERS

Food sells with photos: menu items with photography convert about 25% more than text alone, and 45% of diners look specifically for food shots. The food should lead, large and curated, not crammed into a grid.

THE ISSUE

Hard to manage and to find. The current build is a single-page app whose content is rendered in the browser, awkward for the owner to edit and not ideal for search engines.

WHY IT MATTERS

The team should be able to update a menu or add a cake without a developer, and the site should rank for "Charleston breakfast", "custom cakes", and "catering". (Addressed in §04.)

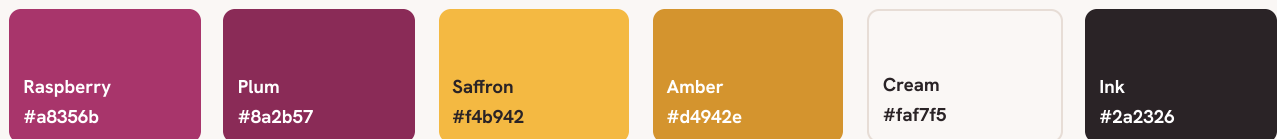
Warm, editorial, *unmistakably Saffron*

We keep what's already the brand, the raspberry, the voice, the photography, and raise the craft around it. The goal is a site that feels like a 40-year Charleston institution: a welcome, not a checkout.

What changes, and why

- **A real typographic voice.** A warm literary serif for headlines paired with a clean, highly legible sans for everything else. Instant character; effortless reading for menus and prices.
- **Hierarchy through scale and rhythm.** Big, confident headlines; generous, varied spacing; one clear focus per section so the eye is guided, not flooded.
- **Food photography leads.** Full-bleed hero imagery, large editorial food blocks, and a curated dish gallery (not a crowded grid) put the food front and center, because it's what diners come to see and what makes them book.
- **The gold becomes the spark.** A saffron gold accent, already present in the code and a nod to the name itself, steps forward on labels, italic headline words, and calls to action, giving the palette a second ownable color.
- **Designed interaction.** Considered hover, focus, and motion that clarify the flow instead of decorating it, with full reduced-motion and keyboard support.

The palette



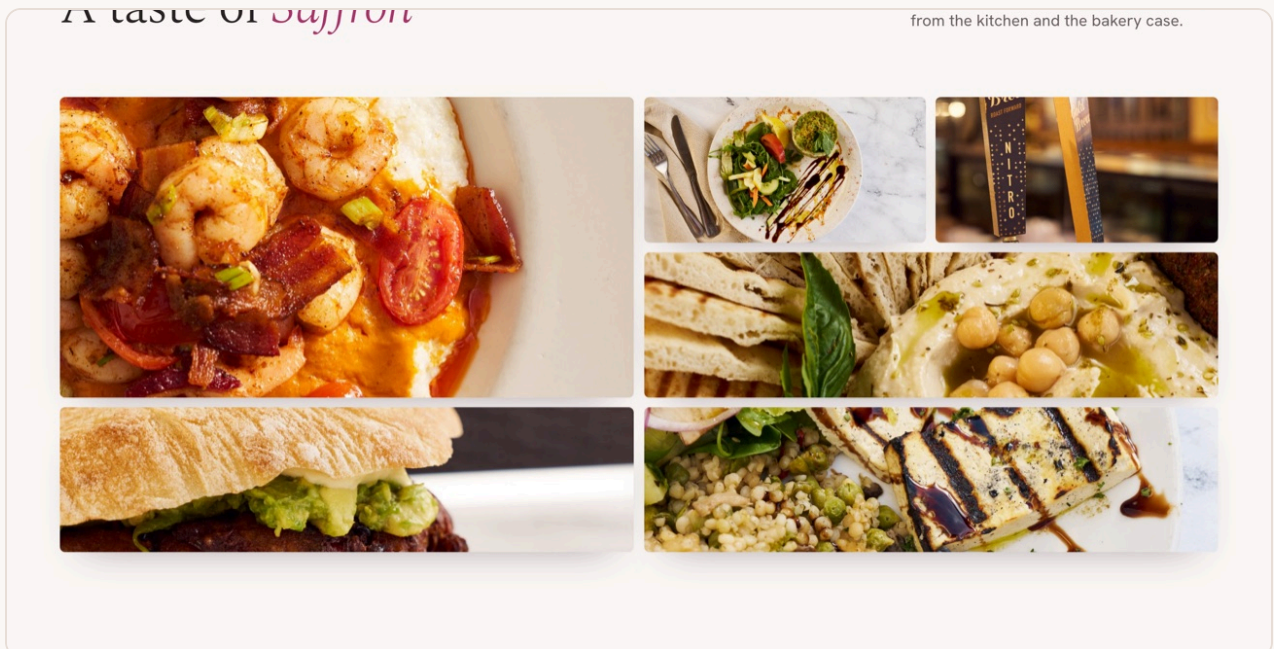
The raspberry and plum are carried over exactly from the current site. The saffron gold already exists in the code and steps forward as the accent. Warmth comes from typography, imagery, and that gold, not from changing what Saffron owns.

The new home page, *in practice*

A working prototype of the anchor page, built with Saffron's real photography and copy. It sets the visual system the rest of the site follows.



Hero: full-bleed atmosphere, a confident serif headline, the gold accent, and a single clear action.



A curated food gallery puts the dishes front and center, editorial and appetizing, not a crowded grid. Fully responsive and mobile-first, where 70%+ of diners visit from.

Built on *WordPress*

The new site is built on WordPress, chosen deliberately for two reasons that matter to Saffron: search visibility and day-to-day content management.

Found in search

WordPress serves real, crawlable HTML with the most mature SEO ecosystem available (Yoast / Rank Math, clean URLs, sitemaps, structured data for menu, hours, and reviews), so Saffron can rank for "Charleston breakfast", "custom cakes Charleston", and "catering".

Chosen by appetite

SEO gets people to the page; food photography gets them to book. The menu is built in HTML with real dish photos, so it's both indexable for dish-level searches and far more appetizing than a text or PDF menu.

The numbers back it up. Photo menus convert ~25% more than text alone · 45% of diners look specifically for food photos · 70%+ of restaurant visits are mobile, where we target a sub-2s load.

What's included

- Full visual design system (typography, color, components) applied site-wide.
- Home and an "Experiences" hub linking dining, bakery, catering, wholesale, and reservations.
- Core content pages: Menu, Our Story, Catering, Wholesale, Reservations, Contact.
- **Food-forward content:** a curated dish & bakery photo gallery and an HTML menu with photography (indexable and higher-converting).
- Bakery / custom-cake showcase with editable products.
- Reviews / social proof and clear calls to action on every page.
- Responsive, mobile-first build (sub-2s target) with accessibility to WCAG 2.2 AA.
- SEO foundation (metadata, sitemap, structured data) and editable content via WordPress.

Out of scope for this phase: professional photo shoots (we work with Saffron's existing photography), ongoing maintenance, paid ads, and complex online-ordering / payment flows (can be quoted separately).

Three weeks, *start to launch*

A focused, three-week build with a check-in at the end of each week so you see progress and steer early.

Week 1

FOUNDATION

Design system & key pages.

Finalize typography, color, and components. WordPress set up. Home and the Experiences hub designed and built.

Week 2

CONTENT

Core pages.

Menu, Our Story, Catering, Wholesale, Reservations, and Contact built and populated with real content and photography.

Week 3

POLISH &
LAUNCH

Bakery, SEO, QA, go-live.

Custom-cake showcase, SEO foundation, accessibility and responsive QA, cross-browser checks, and launch.

TOTAL INVESTMENT

Fixed price for the full redesign and WordPress build described above, well below the typical \$2,000–\$5,000 for a custom restaurant site.

\$800 USD

Next steps

- Approve this proposal to reserve the three-week window.
- Share access (domain, hosting) and any brand assets or final copy.
- Kick off Week 1; first review at the end of week one.

Thank you for the opportunity to help Saffron's website live up to the table. Questions or adjustments welcome, this is a starting point, not a take-it-or-leave-it.