

## Website Development Brief

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pitambarising.in — WordPress Redesign & Feature Addition

Prepared for Freelance Developer | April 2026

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## PROJECT OVERVIEW

Pitambar Group is a 100-year-old school book publisher based in Karol Bagh, New Delhi. The company operates two brands — Pitambar Publishing Company and Rising Sun Publishing Company — both currently represented on a single WordPress website at pitambarising.in. The website was last updated circa 2018 and does not reflect the company's credibility, catalogue, or digital needs.

This brief outlines all required changes across three priority levels. The website must function as a lead generation tool for school principals, coordinators, and teachers across India and UAE. All work is on the existing WordPress installation unless noted otherwise.

Item	Detail
Website	pitambarising.in (WordPress)
Primary Goal	Generate school sample copy requests and enquiries
Target User	School principals, dept. heads, teachers, coordinators
Brands	Pitambar Publishing Company + Rising Sun Publishing Company
Amazon Presence	~130 books currently listed on Amazon India
Priority 1 Deadline	As soon as possible — before peak season (October)

**Important:** The primary purpose of every change in this brief is to help a school coordinator or principal find our books, trust our credibility, and either request a sample or contact us — all within a single visit on mobile.

### ■ Request Sample Copy Button — on EVERY page

Add a prominent 'Request Sample Copy' button to the header/navigation bar so it appears on every single page. Clicking it opens a simple form with the following fields only: School Name, Contact Person Name, City, Phone Number, Subject/Book of Interest. Form submissions should go to sales@pitambarising.in. This is the single most important change on the entire website — it converts visitors into leads.

- Button text: 'Request Sample Copy'
- Form fields: School Name, Contact Person, City, Phone, Subject/Book
- Submission email: sales@pitambarising.in
- Also add a second 'Request Sample' button on each individual book in the catalogue (see below)

### ■ Book Catalogue Page — new page required

Create a new page titled 'Our Books' accessible from the main navigation. This page must show all books in a browsable grid or list format. Each book entry must display: book cover image, book title, subject, grade/class, and board (CBSE / ICSE / State Board). Each entry must also have a 'Request Sample' button. Add filter options at the top so visitors can filter by: Board, Class/Grade, Subject. The company has approximately 130+ titles across both brands.

- Each book card: cover image, title, subject, class, board, Request Sample button
- Filters: Board (CBSE / ICSE / State Board), Class (Nursery to Class XII), Subject
- Cover images will be provided by the client
- Separate sections for Pitambar books and Rising Sun books

### ■ Fix About Us Page — factual contradiction

The current About Us page states 'Pitambar group had come into existence 5 years ago.' The homepage says '78 Years of Educating India.' Both are wrong — the company was founded in 1938, making it over 100 years old. The About Us page must be rewritten to correctly state the founding year (1938) and the 100+ year legacy. The client will provide the correct text.

- Remove: 'Pitambar group had come into existence 5 years ago'
- Replace with accurate 1938 founding story — text to be provided by client
- Update homepage slider/banner to say '100+ Years of Excellence' consistently

### ■ Update Email Addresses Sitewide

Replace all instances of pitambarpublishing@rediffmail.com and risingsunpublish@gmail.com across the entire website with the new professional addresses: info@pitambarising.in and sales@pitambarising.in. Check Contact Us page, footer, About Us, and any mailto links.

- Pitambar contact email: info@pitambarising.in
- Sales / enquiries email: sales@pitambarising.in
- Update all pages, footer, and contact form submission address

### ■ Remove Fax Numbers — add WhatsApp number

Remove all fax numbers from the website (Contact page and footer). Replace with a WhatsApp contact number to be provided by the client.

- Remove: 011-23676058, 28757132 and 0091-11-28757132
- Add WhatsApp number in its place — number to be confirmed by client

### ■ Simplify Navigation Menu

The current 'Services' dropdown has 9 items with very long names that are unreadable on mobile. Simplify the entire navigation to 5 clear items maximum.

- New navigation: Home | Our Books | About Us | School Partnerships | Contact Us
- Remove the existing 9-item Services dropdown entirely
- Ensure navigation is fully functional and readable on mobile screens

### ■ Homepage Headline

The homepage currently has no clear one-line explanation of what the company does. A first-time visitor must read paragraphs to understand. Add a prominent headline at the top of the homepage hero section.

- Headline text: 'India's trusted school book publisher since 1938'
- Subheadline: 'CBSE, ICSE & State Board books for Nursery to Class XII'
- Style to match the existing brand colours (navy and gold)

### ■ Show Credibility Visually — trust signals

The company has significant credentials that are currently buried in unread text. These must be displayed visually on the homepage where they are seen immediately.

- Add a strip of school logos: DPS, Singhania School, Ahlcon International — logos to be provided
- Add award badges / award photos in a dedicated section
- Add event photos: book launches with former PMs, Padmashree artist events
- Tagline strip: 'Trusted by 500+ schools across India'

### ■ Fix News and Events Page

The current News & Events page shows 4 photo captions with broken/missing images and no dates. This looks abandoned and damages credibility. Two options — client to decide which:

- Option A: Remove the News & Events page from navigation entirely
- Option B: Replace with properly formatted news posts with real images and dates
- If kept, ensure images load correctly and each post shows a date

### ■ Mobile Optimisation — full site

The website was built for desktop and has not been updated for mobile. The majority of school coordinators visit on phones. Every page must be tested and fixed for mobile compatibility.

- All text must be readable without zooming on a standard mobile screen
- All buttons must be large enough to tap comfortably
- All forms must be fillable on mobile
- Navigation menu must work cleanly on mobile (hamburger menu if needed)
- Test on both Android and iOS before delivery

### ■ Schools We've Worked With — section on homepage

Add a section on the homepage showing school logos with a trust statement.

- Text: 'Trusted by 500+ schools across India'
- Display 6-8 school logos in a horizontal strip — logos to be provided by client
- Position below the hero section on homepage

### ■ Floating WhatsApp Chat Button

Add a floating WhatsApp button fixed to the bottom-right corner of every page. This allows school coordinators to message directly in one tap.

- Use a free WordPress WhatsApp plugin (e.g. WP Social Chat or similar)
- WhatsApp number to be confirmed by client
- Button should be visible on all pages including mobile

### ■ Separate the Two Brands Clearly

Pitambar Publishing and Rising Sun Publishing currently appear together on one page without clear visual separation, which confuses first-time visitors.

- Option A: Add clearly labelled separate sections for each brand on the homepage
- Option B: Create a simple brand-selector on the landing page
- Each brand should have its own identity while sharing the same website

### ■ Best Sellers Section — homepage

Add a 'Best Sellers' or 'Our Popular Books' section on the homepage showing 4-6 top-selling book covers with titles. Client will specify which books to feature.

- Show 4-6 books as a visual strip or grid on homepage
- Each book links to its entry in the catalogue page
- Section title: 'Our Best Sellers' or 'Most Popular Books'

## NEW PAGES REQUIRED

### ■ Publish With Us — new page for authors

Create a new page for authors wanting to publish with Pitambar or Rising Sun. This page should explain the publishing process and have a submission form.

- Page title: 'Publish With Us'
- Brief intro about publishing with Pitambar Group
- Form fields: Author Name, Book Title, Subject/Genre, Brief Description, Phone, Email
- Submission goes to info@pitambarising.in
- Add to navigation under About Us or as a standalone menu item

### ■ Work With Us — new page for employees

Create a separate 'Work With Us' or 'Careers' page for job seekers.

- Page title: 'Work With Us' or 'Careers'
- Brief intro about working at Pitambar Group
- Simple contact form or email link for applications — address to be confirmed by client
- Can be combined with 'Publish With Us' under a single 'Join Us' section if preferred

### ■ FAQs Page — for schools and visitors

Create a Frequently Asked Questions page addressing common queries from schools.

- Suggested questions: How to place a bulk order? How to request a sample copy? Which boards do your books follow? What is delivery timeline for schools? Do you offer customised curriculum?
- Simple accordion-style layout (click to expand each answer)
- Link the FAQ page from the Contact Us page and the Request Sample form confirmation

## ■ Awards and Legacy Gallery

Create a visual awards and events section — either as part of the About Us page or as a standalone gallery page.

- Display award certificates and badges with brief descriptions
- Include event photos: book launches by former Prime Ministers, school events, workshops
- Client will provide all images
- Can be a simple photo gallery with captions

## AMAZON CATALOGUE INTEGRATION

The company currently has approximately 130 books listed on Amazon India across both brands. The website's book catalogue page must be consistent with the Amazon listings. Below is important context for the developer regarding our Amazon presence.

### Key Points for the Book Catalogue Page:

#### ■ ~130 Books Currently on Amazon

The company has approximately 130 titles across Pitambar Publishing and Rising Sun Publishing. The website catalogue page should accommodate all of these with room to add more.

#### ■ Add Amazon Buy Button on Each Book

Each book entry in the catalogue should have two buttons: 'Request Sample' (form) AND 'Buy on Amazon' (direct link to the Amazon listing). Amazon links will be provided by the client for each book.

#### ■ Catalogue Must Be Easy to Update

The client will be adding new book listings regularly. The catalogue page must use a format that the client can update themselves without developer help — ideally using a simple WordPress custom post type or a plugin like WooCommerce (display only, no cart).

#### ■ Filter System Is Critical

With 130+ books, search and filtering is essential. Filters required: Board (CBSE / ICSE / State Board), Class (Nursery to Class XII), Subject, Brand (Pitambar / Rising Sun).

#### ■ Book Cover Images

Client will photograph and provide book cover images. The developer should use placeholder images during development and provide a simple way for the client to replace them once photos are ready.

**Developer Note:** Do not integrate with Amazon's API or any e-commerce system. The 'Buy on Amazon' button is simply a hyperlink to the book's Amazon product page. All links will be manually provided by the client in a list format.

## COMPLETE TASK SUMMARY

#	Task	Priority	Type
1	Request Sample Copy button + form on every page	CRITICAL	New feature
2	Book Catalogue page with filters and sample buttons	CRITICAL	New page
3	Fix About Us — correct founding year to 1938 / 100+ years	CRITICAL	Edit existing
4	Replace all Rediffmail/Gmail with professional emails sitewide	CRITICAL	Edit existing
5	Remove fax numbers, add WhatsApp number	CRITICAL	Edit existing
6	Simplify navigation to 5 items	IMPORTANT	Edit existing
7	Add homepage headline and subheadline	IMPORTANT	Edit existing
8	Add school logos, award badges, event photos — trust signals	IMPORTANT	New section
9	Fix or remove News & Events page	IMPORTANT	Edit/remove
10	Full mobile optimisation — all pages	IMPORTANT	Fix existing
11	Schools We've Worked With section on homepage	NICE TO HAVE	New section
12	Floating WhatsApp chat button — all pages	NICE TO HAVE	Plugin
13	Separate Pitambar and Rising Sun brands visually	NICE TO HAVE	Redesign
14	Best Sellers section on homepage	NICE TO HAVE	New section
15	Publish With Us — new page for authors	NICE TO HAVE	New page
16	Work With Us / Careers — new page	NICE TO HAVE	New page
17	FAQs page	NICE TO HAVE	New page
18	Awards and Legacy gallery / section	NICE TO HAVE	New section
19	Amazon Buy button on each book in catalogue	IMPORTANT	New feature

**Deliverable Expectation:** Priority 1 tasks (items 1–5) are required before anything else. Priority 2 tasks (items 6–10 and 19) should follow immediately after. Priority 3 tasks can be delivered in a second phase. All work on the existing WordPress installation. Please provide a cost estimate broken down by priority level.