

— **START HERE**

One file. Every crop. No guesswork.

Practical guidelines for planning, creating, naming, and delivering content and image assets for the new Degage Corp. website. They establish shared guardrails—not rigid art direction.

01 **Large master**

Provide a clean, high-resolution source.

02 **Flexible crop**

Protect the subject across breakpoints.

03 **Light delivery**

Optimize without visible quality loss.

01

PHASE ONE

Marketing / Creative

Look and feel, page layouts, headers, copy, imagery, photography, and creative handoff standards.

CREATIVE GUIDELINES

These are practical production guardrails, not a requirement to make every page look identical. Creative may recommend a stronger solution when brand, content, or usability benefits—document approved exceptions in the handoff.

CORE REFERENCE

Asset specifications

COLOR PROFILE

sRGB profile

RESOLUTION

2× display size

METADATA

Strip on export

TEXT IN IMAGES

Avoid

ASSET		
Homepage hero		
DESKTOP PX	MOBILE PX	RATIO
2400 × 1200	1080 × 1350	2:1 / 4:5
DELIVERY	MAX	
WebP	300 KB	
PRODUCTION NOTE		
Keep the product or person inside the center 50% safe zone.		

ASSET		
Product primary		
DESKTOP PX	MOBILE PX	RATIO
1600 × 1600	Same source	1:1
DELIVERY	MAX	
WebP / PNG	250 KB	
PRODUCTION NOTE		
One product, centered, with 10% breathing room on every side.		

ASSET		
Category card		
DESKTOP PX	MOBILE PX	RATIO
1200 × 900	Same source	4:3
DELIVERY	MAX	
WebP	140 KB	
PRODUCTION NOTE		
Use a clear representative product, not a dense product collage.		

ASSET		
Facility / process		
DESKTOP PX	MOBILE PX	RATIO
1600 × 1200	Same source	4:3
DELIVERY	MAX	
WebP	250 KB	
PRODUCTION NOTE		
Use natural perspective, neutral color, and a clean, compliant environment.		

ASSET		
Section banner		
DESKTOP PX	MOBILE PX	RATIO
1920 × 720	1080 × 1080	8:3 / 1:1
DELIVERY	MAX	
WebP	220 KB	
PRODUCTION NOTE		
Allow quiet space for live headline copy; never bake text into the image.		

ASSET		
Product gallery		
DESKTOP PX	MOBILE PX	RATIO
1600 × 1200	Same source	4:3
DELIVERY	MAX	
WebP	220 KB	
PRODUCTION NOTE		
Match angle, lighting, background, and scale across the full set.		

ASSET		
Education article		
DESKTOP PX	MOBILE PX	RATIO
1600 × 900	1200 × 1200	16:9 / 1:1
DELIVERY	MAX	
WebP	200 KB	
PRODUCTION NOTE		
Diagrams must remain legible at 768 px wide.		

ASSET		
Social share		
DESKTOP PX	MOBILE PX	RATIO
1200 × 630	Same source	1.91:1
DELIVERY	MAX	
JPG / PNG	300 KB	
PRODUCTION NOTE		
Keep essential copy within a centered 1000 × 500 safe area.		

ASSET		
Logo		
DESKTOP PX	MOBILE PX	RATIO
Vector master	1000 px PNG backup	Original
DELIVERY	MAX	
SVG / PNG	80 KB	
PRODUCTION NOTE		
Supply full-color, one-color, reversed, and horizontal versions.		

Dimensions are delivery targets—not permission to upscale a smaller original. Retain the highest-quality master in the archive.

WHY sRGB?

Because predictable color beats a wider gamut on the web.

sRGB is the safest common display space across browsers, phones, WordPress image processing, and optimization services. It is not the same thing as a HEX code: HEX and RGB are ways to write a color value; sRGB is the color space that tells a screen what that value should look like. Keep the wide-gamut or CMYK master for print; export a converted, embedded sRGB version for the website.

PHOTOSHOP

- 1 Edit → Convert to Profile
- 2 Choose sRGB IEC61966-2.1
- 3 File → Export → Export As
- 4 Check Convert to sRGB + Embed Color Profile

Use "Convert to Profile," not "Assign Profile," so the visible color is preserved.

CURRENT WEBSITE
REFERENCE

Page-by-page asset map

This map reflects the current Degage website. Use it to plan page-specific imagery and content; page names and URLs are reference inputs—not items for Creative to rename.

HIGH / Home Hero, 3–4 category cards, process/facility image, social share	HIGH /about-us.php About Us Section banner, facility/process set, optional team portrait, social share
HIGH /products.php Products Section banner, category cards, product thumbnails, social share	MEDIUM /education.php Cleanroom Education Section banner, article lead images, technical diagrams, social share
LOW /faq.php FAQs Social share only; avoid decorative imagery in the Q&A flow	LOW /contact-us.php Contact Us Optional facility/exterior image and social share
HIGH Existing product URLs Product detail	

1 primary product image, 2–4 gallery/details, optional spec diagram

HANDOFF

Creative defines what each page needs. Web / SEO owns URL migration, redirects, canonicals, sitemap updates, and implementation in WordPress.

SELECTED FOUNDATION: ENGINEER GP
THEME

Engineer GP Theme-derived layouts for every page type

Use the Engineer GP Theme starter site for visual language and reusable patterns—not as a reason to force Degage content into a service-company structure.

SELECTED STARTER SITE  Engineer GP Theme Open official preview ↗	KEEP Technical tone, generous spacing, proof metrics, certification bands, card rhythm, editorial layouts, and strong calls to action.
REPLACE Demo illustrations, green palette, engineering copy, team-heavy sections, and generic service language.	ADD Dynamic product archives, category taxonomies, technical product records, filters, comparison tables, documents, and RFQ fields.

DIMENSIONS Delivery sizes—not rendered CSS sizes. Supply the source at the stated pixels and aspect ratio.	COPY COUNTS Practical target ranges for a first draft. Clarity and completeness matter more than hitting an exact number.	DRAWING KEY IMAGE Asset placement TEXT Live copy placement
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CONCEPTUAL DESIGN DIRECTION	These drawings establish recommended hierarchy, content sequence, image purpose, and approximate composition—not final art direction. Creative may reverse, stack, resize, or recompose sections while preserving required content, asset specifications, accessibility, and conversion priorities. MOBILE RULE Default to heading → supporting image → copy → CTA. Product detail keeps the product name and essential buying information ahead of secondary gallery images.
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GLOBAL SHELL Engineer GP Theme-style utility/contact bar → Degage logo + navigation → content → RFQ band → structured footer. INNER WIDTH Retain Engineer GP Theme's open composition inside a 1200 px maximum width with 32 / 24 / 20 px responsive gutters.	PAGE SETTING Full Width content, no sidebar. Use GeneratePress Elements for global and dynamic templates. STYLE SYSTEM Rebuild Engineer GP Theme's global styles in Degage red, graphite, warm gray, and white before assembling pages.
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GLOBAL HEADER + NAVIGATION

01 Value proposition + RFQ hero

RECOMMENDED: IMAGE RIGHT

TEXT / CONTENT

Eyebrow 2–4 words; H1 6–10; summary 20–35; 1–2 CTA labels at 2–4 words each.

IMAGE

Desktop 2400×1200 · Mobile 1080×1350

02 Standards / trusted-by logo rail

MARKS IN A ROW

IMAGE

SVG master · 1000px PNG backup

TEXT / CONTENT

Section label 2–5 words; optional intro 15–30; logo names must be live text when needed.

03 Quality proof metrics

TEXT / DATA ONLY

TEXT / CONTENT

3–4 verified statistics; number ≤8 characters; label 2–5 words; context 8–16 words each.

04 Company + cleanroom capability

IMAGE RIGHT

TEXT / CONTENT

H2 3–8 words; body 60–120; 3–5 bullets at 4–10 words each; optional CTA 2–4 words.

IMAGE

1600×1200

05 Product families — card grid

TEXT / DATA ONLY

TEXT / CONTENT

H2 3–8 words; introduction 20–45; body length determined by the user task.

06 Why Degage / reliability

IMAGE RIGHT

TEXT / CONTENT

H2 3–8 words; body 60–120; 3–5 bullets at 4–10 words each; optional CTA 2–4 words.

IMAGE

1600×1200

07 Certifications and standards

MARKS IN A ROW

IMAGE

Desktop 1600×900 · Mobile 1200×1200

TEXT / CONTENT

Kicker 2–4 words; H2 4–10; summary 30–60; CTA 2–4 words.

08 Latest education articles

IMAGE ABOVE CARD COPY

IMAGE

Desktop 1600×900 · Mobile 1200×1200

TEXT / CONTENT

Section H2 3–8 words; card title 6–12; excerpt 20–35; CTA 2–4 words.

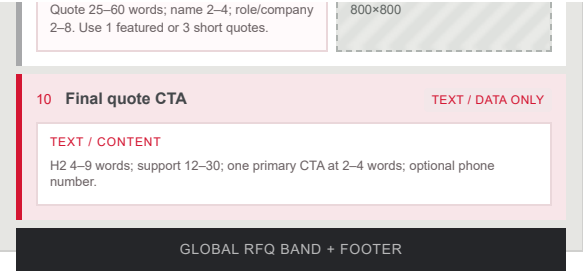
09 Testimonials

IMAGE RIGHT

TEXT / CONTENT

IMAGE

Keep Engineer GP Theme's technical proof sequence, but replace services with product families and make Request a Quote the primary action.



BUILD WITH

Static GenerateBlocks page pattern

SECTION DELIVERABLES

01	Value proposition + RFQ hero	MEDIA Required hero: 2400 × 1200 (2:1); mobile 1080 × 1350 (4:5); WebP ≤300 KB.	COPY Eyebrow 2–4 words; H1 6–10; summary 20–35; 1–2 CTA labels at 2–4 words each.
02	Standards / trusted-by logo rail	MEDIA Official SVG logos preferred; 1000 px transparent PNG backup. Supply 4–8 approved marks.	COPY Section label 2–5 words; optional intro 15–30; logo names must be live text when needed.
03	Quality proof metrics	MEDIA No image required. Optional simple approved icons as SVG.	COPY 3–4 verified statistics; number ≤8 characters; label 2–5 words; context 8–16 words each.
04	Company + cleanroom capability	MEDIA Photo: 1600 × 1200 (4:3), WebP ≤250 KB. Keep subject inside center 70% safe zone.	COPY H2 3–8 words; body 60–120; 3–5 bullets at 4–10 words each; optional CTA 2–4 words.
05	Product families — card grid	MEDIA Confirm during wireframing; use the closest asset specification above.	COPY H2 3–8 words; introduction 20–45; body length determined by the user task.
06	Why Degage / reliability	MEDIA Photo: 1600 × 1200 (4:3), WebP ≤250 KB. Keep subject inside center 70% safe zone.	COPY H2 3–8 words; body 60–120; 3–5 bullets at 4–10 words each; optional CTA 2–4 words.
07	Certifications and standards	MEDIA Feature image: 1600 × 900 (16:9), WebP ≤200 KB; mobile crop 1200 × 1200 (1:1).	COPY Kicker 2–4 words; H2 4–10; summary 30–60; CTA 2–4 words.

08	Latest education articles	MEDIA Article lead: 1600 × 900 (16:9); mobile 1200 × 1200 (1:1); WebP ≤200 KB.	COPY Section H2 3–8 words; card title 6–12; excerpt 20–35; CTA 2–4 words.
09	Testimonials	MEDIA Portrait optional: 800 × 800 (1:1), WebP ≤100 KB; use only with permission.	COPY Quote 25–60 words; name 2–4; role/company 2–8. Use 1 featured or 3 short quotes.
10	Final quote CTA	MEDIA No image required. Optional subtle background texture under 100 KB.	COPY H2 4–9 words; support 12–30; one primary CTA at 2–4 words; optional phone number.

About Us

</about-us.php>

ENGINEER GP THEME ABOUT — ADAPTED

GLOBAL HEADER + NAVIGATION

01 Page title + concise promise

RECOMMENDED: IMAGE RIGHT

TEXT / CONTENT

Kicker 2–4 words; H1 3–9; introduction 20–45; optional CTA 2–4 words.

IMAGE

Desktop 1920×720 · Mobile 1080×1080

02 Company story

TEXT / DATA ONLY

TEXT / CONTENT

H2 3–8 words; body 60–150; paragraphs 25–70; optional bullets at 4–12 words.

03 Industries and applications

IMAGE ABOVE CARD COPY

IMAGE

1200×900

TEXT / CONTENT

3–6 cards; title 2–7 words; body 15–35; CTA 2–4 words per card.

04 Facility / process photography

FULL-WIDTH VISUAL

IMAGE

1600×1200

TEXT / CONTENT

H2 3–8 words; body 60–120; 3–5 bullets at 4–10 words each; optional CTA 2–4 words.

05 Quality metrics

TEXT / DATA ONLY

TEXT / CONTENT

3–4 verified statistics; number s8 characters; label 2–5 words; context 8–16 words each.

06 Certifications and capabilities

MARKS IN A ROW

IMAGE

Desktop 1600×900 · Mobile 1200×1200

TEXT / CONTENT

Kicker 2–4 words; H2 4–10; summary 30–60; CTA 2–4 words.

07 Representative / contact CTA

TEXT / DATA ONLY

TEXT / CONTENT

H2 4–9 words; support 12–30; one primary CTA at 2–4 words; optional phone number.

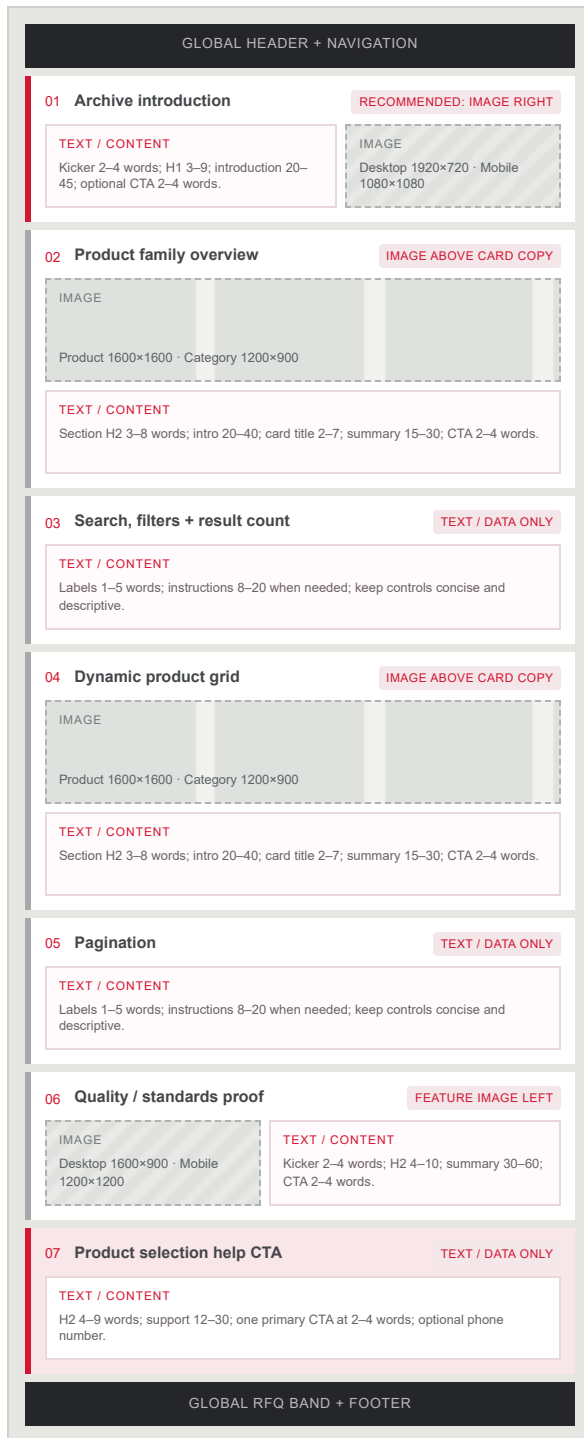
GLOBAL RFQ BAND + FOOTER

Use Engineer GP Theme's credibility-led company narrative; emphasize facility, cleanroom expertise, quality process, history, and industries served.

BUILD WITH

Static GenerateBlocks page pattern

01	Page title + concise promise	MEDIA Optional banner: 1920 × 720 (8:3); mobile 1080 × 1080 (1:1); WebP ≤220 KB.	COPY Kicker 2–4 words; H1 3–9; introduction 20–45; optional CTA 2–4 words.
02	Company story	MEDIA No image required unless the content specifically benefits from one.	COPY H2 3–8 words; body 60–150; paragraphs 25–70; optional bullets at 4–12 words.
03	Industries and applications	MEDIA Card image optional: 1200 × 900 (4:3), WebP ≤140 KB. Keep all cards in the set consistent.	COPY 3–6 cards; title 2–7 words; body 15–35; CTA 2–4 words per card.
04	Facility / process photography	MEDIA Photo: 1600 × 1200 (4:3), WebP ≤250 KB. Keep subject inside center 70% safe zone.	COPY H2 3–8 words; body 60–120; 3–5 bullets at 4–10 words each; optional CTA 2–4 words.
05	Quality metrics	MEDIA No image required. Optional simple approved icons as SVG.	COPY 3–4 verified statistics; number ≤8 characters; label 2–5 words; context 8–16 words each.
06	Certifications and capabilities	MEDIA Feature image: 1600 × 900 (16:9), WebP ≤200 KB; mobile crop 1200 × 1200 (1:1).	COPY Kicker 2–4 words; H2 4–10; summary 30–60; CTA 2–4 words.
07	Representative / contact CTA	MEDIA No image required. Optional subtle background texture under 100 KB.	COPY H2 4–9 words; support 12–30; one primary CTA at 2–4 words; optional phone number.



Engineer GP Theme supplies the visual rhythm; the catalog itself must be a dynamic, crawlable archive rather than manually duplicated cards.

BUILD WITH

GP Archive Element + GB Query Loop

SECTION DELIVERABLES

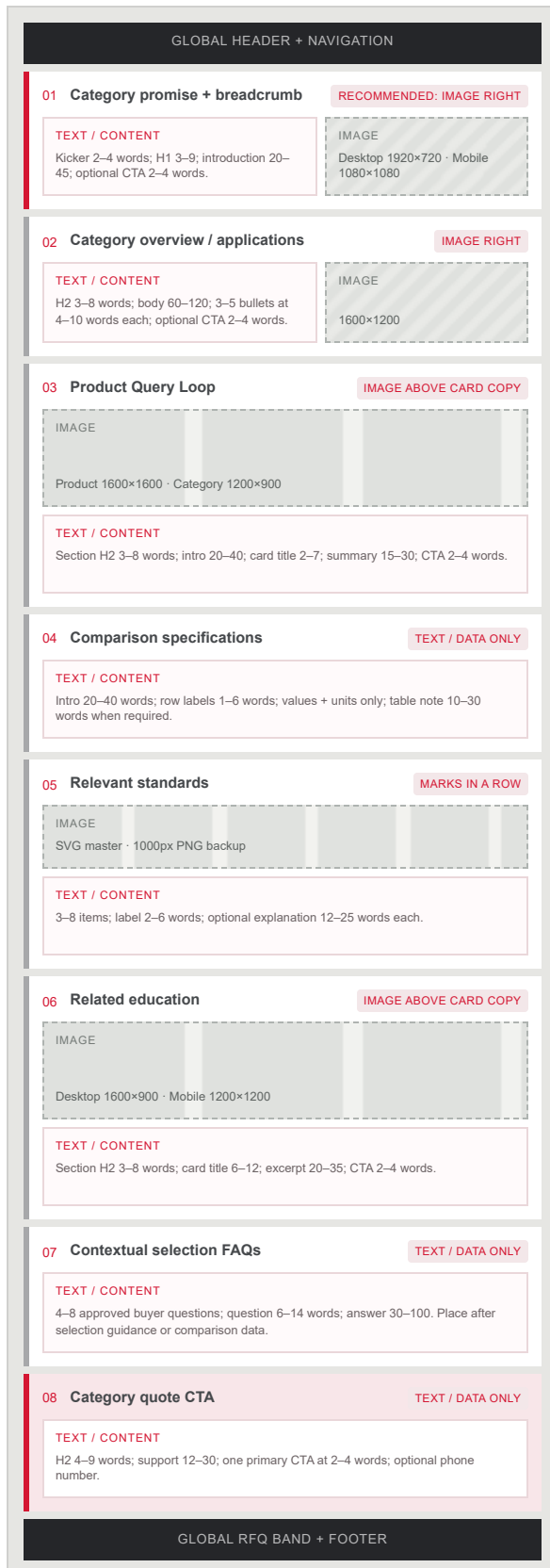
01	Archive introduction	MEDIA	COPY
		Optional banner: 1920 × 720 (8:3); mobile 1080 × 1080 (1:1); WebP ≤220 KB.	Kicker 2–4 words; H1 3–9; introduction 20–45; optional CTA 2–4 words.

02	Product family overview	MEDIA Product source: 1600 × 1600 (1:1), WebP/PNG ≤250 KB. Category card: 1200 × 900 (4:3), WebP ≤140 KB.	COPY Section H2 3–8 words; intro 20–40; card title 2–7; summary 15–30; CTA 2–4 words.
03	Search, filters + result count	MEDIA No image required; use live icons only when they add meaning.	COPY Labels 1–5 words; instructions 8–20 when needed; keep controls concise and descriptive.
04	Dynamic product grid	MEDIA Product source: 1600 × 1600 (1:1), WebP/PNG ≤250 KB. Category card: 1200 × 900 (4:3), WebP ≤140 KB.	COPY Section H2 3–8 words; intro 20–40; card title 2–7; summary 15–30; CTA 2–4 words.
05	Pagination	MEDIA No image required; use live icons only when they add meaning.	COPY Labels 1–5 words; instructions 8–20 when needed; keep controls concise and descriptive.
06	Quality / standards proof	MEDIA Feature image: 1600 × 900 (16:9), WebP ≤200 KB; mobile crop 1200 × 1200 (1:1).	COPY Kicker 2–4 words; H2 4–10; summary 30–60; CTA 2–4 words.
07	Product selection help CTA	MEDIA No image required. Optional subtle background texture under 100 KB.	COPY H2 4–9 words; support 12–30; one primary CTA at 2–4 words; optional phone number.

Product Category

/products/[category-slug]/

ENGINEER GP THEME SERVICES — ADAPTED



This layout replaces the existing category landing pages for CleanTuff, nylon, antistatic, shielding, overstock, and other product families.

BUILD WITH

GP Taxonomy Archive Element + GB Query Loop

SECTION DELIVERABLES

01	Category promise + breadcrumb	MEDIA Optional banner: 1920 × 720 (8:3); mobile 1080 × 1080 (1:1); WebP ≤220 KB.	COPY Kicker 2–4 words; H1 3–9; introduction 20–45; optional CTA 2–4 words.
02	Category overview / applications	MEDIA Photo: 1600 × 1200 (4:3), WebP ≤250 KB. Keep subject inside center 70% safe zone.	COPY H2 3–8 words; body 60–120; 3–5 bullets at 4–10 words each; optional CTA 2–4 words.
03	Product Query Loop	MEDIA Product source: 1600 × 1600 (1:1), WebP/PNG ≤250 KB. Category card: 1200 × 900 (4:3), WebP ≤140 KB.	COPY Section H2 3–8 words; intro 20–40; card title 2–7; summary 15–30; CTA 2–4 words.
04	Comparison specifications	MEDIA No image required. Use live accessible HTML tables; never flatten specifications into an image.	COPY Intro 20–40 words; row labels 1–6 words; values + units only; table note 10–30 words when required.
05	Relevant standards	MEDIA Official SVG marks preferred; transparent PNG backup at 1000 px wide. Verify usage permission.	COPY 3–8 items; label 2–6 words; optional explanation 12–25 words each.
06	Related education	MEDIA Article lead: 1600 × 900 (16:9); mobile 1200 × 1200 (1:1); WebP ≤200 KB.	COPY Section H2 3–8 words; card title 6–12; excerpt 20–35; CTA 2–4 words.
07	Contextual selection FAQs	MEDIA No image required.	COPY 4–8 approved buyer questions; question 6–14 words; answer 30–100. Place after selection guidance or comparison data.
08	Category quote CTA	MEDIA No image required. Optional subtle background texture under 100 KB.	COPY H2 4–9 words; support 12–30; one primary CTA at 2–4 words; optional phone number.

SINGLE PRODUCT

05

Product Detail

/products/[product-slug]/

CUSTOM TEMPLATE IN ENGINEER GP THEME STYLES

GLOBAL HEADER + NAVIGATION

01 Breadcrumbs

TEXT / DATA ONLY

TEXT / CONTENT
Labels 1–5 words; instructions 8–20 when needed; keep controls concise and descriptive.

02 Gallery + summary + RFQ

FIXED: GALLERY LEFT

IMAGE
Primary 1600×1600 · Gallery 1600×1200

TEXT / CONTENT
H1 4–10 words; product code separate; summary 40–80; 3–6 key facts; CTA 2–4 words.

03 Standards / certification badges

MARKS IN A ROW

IMAGE
SVG master · 1000px PNG backup

TEXT / CONTENT
Section label 2–5 words; optional intro 15–30; logo names must be live text when needed.

04 Specifications tables

TEXT / DATA ONLY

TEXT / CONTENT
Intro 20–40 words; row labels 1–6 words; values + units only; table note 10–30 words when required.

05 Configurations + documents

IMAGE LEFT

IMAGE
1200×900

TEXT / CONTENT
Configuration labels 2–8 words; document titles 4–12; descriptions 12–25; CTA 2–4 words.

06 Contextual product FAQs

TEXT / DATA ONLY

TEXT / CONTENT
3–6 approved product questions; question 6–14 words; answer 30–100. Place after specifications and configurations.

07 Related products

IMAGE ABOVE CARD COPY

IMAGE
Product 1600×1600 · Category 1200×900

TEXT / CONTENT
Section H2 3–8 words; intro 20–40; card title 2–7; summary 15–30; CTA 2–4 words.

08 Request a quote CTA

TEXT / DATA ONLY

TEXT / CONTENT
H2 4–9 words; support 12–30; one primary CTA at 2–4 words; optional phone number.

GLOBAL RFQ BAND + FOOTER

Engineer GP Theme does not provide the required technical product record. Build one dynamic template from structured fields so every product stays consistent.

BUILD WITH

GP Content Template + dynamic GB fields

SECTION DELIVERABLES

01	Breadcrumbs	MEDIA No image required; use live icons only when they add meaning.	COPY Labels 1–5 words; instructions 8–20 when needed; keep controls concise and descriptive.
02	Gallery + summary + RFQ	MEDIA Primary: 1600 × 1600 (1:1), ≤250 KB. Gallery: 1600 × 1200 (4:3), ≤220 KB; 2–4 images.	COPY H1 4–10 words; product code separate; summary 40–80; 3–6 key facts; CTA 2–4 words.
03	Standards / certification badges	MEDIA Official SVG logos preferred; 1000 px transparent PNG backup. Supply 4–8 approved marks.	COPY Section label 2–5 words; optional intro 15–30; logo names must be live text when needed.
04	Specifications tables	MEDIA No image required. Use live accessible HTML tables; never flatten specifications into an image.	COPY Intro 20–40 words; row labels 1–6 words; values + units only; table note 10–30 words when required.
05	Configurations + documents	MEDIA Document thumbnails optional: 1200 × 900 (4:3). PDFs need title, type, revision, date, and file size.	COPY Configuration labels 2–8 words; document titles 4–12; descriptions 12–25; CTA 2–4 words.
06	Contextual product FAQs	MEDIA No image required.	COPY 3–6 approved product questions; question 6–14 words; answer 30–100. Place after specifications and configurations.
07	Related products	MEDIA Product source: 1600 × 1600 (1:1), WebP/PNG ≤250 KB. Category card: 1200 × 900 (4:3), WebP ≤140 KB.	COPY Section H2 3–8 words; intro 20–40; card title 2–7; summary 15–30; CTA 2–4 words.
08	Request a quote CTA	MEDIA No image required. Optional subtle background texture under 100 KB.	COPY H2 4–9 words; support 12–30; one primary CTA at 2–4 words; optional phone number.

GLOBAL HEADER + NAVIGATION

01 Education introduction

RECOMMENDED: IMAGE RIGHT

TEXT / CONTENT

Kicker 2–4 words; H1 3–9; introduction 20–45; optional CTA 2–4 words.

IMAGE

Desktop 1920×720 · Mobile 1080×1080

02 Featured technical article

FEATURE IMAGE LEFT

IMAGE

Desktop 1600×900 · Mobile 1200×1200

TEXT / CONTENT

Kicker 2–4 words; title 6–12; summary 30–50; CTA 2–4 words.

03 Topic navigation

TEXT / DATA ONLY

TEXT / CONTENT

Labels 1–5 words; instructions 8–20 when needed; keep controls concise and descriptive.

04 Article Query Loop

IMAGE ABOVE CARD COPY

IMAGE

Desktop 1600×900 · Mobile 1200×1200

TEXT / CONTENT

Section H2 3–8 words; card title 6–12; excerpt 20–35; CTA 2–4 words.

05 Pagination

TEXT / DATA ONLY

TEXT / CONTENT

Labels 1–5 words; instructions 8–20 when needed; keep controls concise and descriptive.

06 Ask a technical question CTA

TEXT / DATA ONLY

TEXT / CONTENT

H2 4–9 words; support 12–30; one primary CTA at 2–4 words; optional phone number.

GLOBAL RFQ BAND + FOOTER

Use Engineer GP Theme's editorial card system, with topic navigation and links from education content into relevant product families.

BUILD WITH
GP Archive Element + GB Query Loop

SECTION DELIVERABLES

01	Education introduction	MEDIA	COPY
		Optional banner: 1920 × 720 (8:3); mobile 1080 × 1080 (1:1); WebP ≤220 KB.	Kicker 2–4 words; H1 3–9; introduction 20–45; optional CTA 2–4 words.
02	Featured technical article	MEDIA	COPY
		Required lead: 1600 × 900 (16:9); mobile 1200 × 1200 (1:1); WebP ≤200 KB.	Kicker 2–4 words; title 6–12; summary 30–50; CTA 2–4 words.
03	Topic navigation	MEDIA	COPY
		No image required; use live icons only when they add meaning.	Labels 1–5 words; instructions 8–20 when needed; keep controls concise and descriptive.

04	Article Query Loop	MEDIA Article lead: 1600 × 900 (16:9); mobile 1200 × 1200 (1:1); WebP ≤200 KB.	COPY Section H2 3–8 words; card title 6–12; excerpt 20–35; CTA 2–4 words.
05	Pagination	MEDIA No image required; use live icons only when they add meaning.	COPY Labels 1–5 words; instructions 8–20 when needed; keep controls concise and descriptive.
06	Ask a technical question CTA	MEDIA No image required. Optional subtle background texture under 100 KB.	COPY H2 4–9 words; support 12–30; one primary CTA at 2–4 words; optional phone number.

Education Article

/education/[article-slug]/

ENGINEER GP THEME SINGLE POST — ADAPTED

GLOBAL HEADER + NAVIGATION

01 Breadcrumb + article header

RECOMMENDED: IMAGE RIGHT

TEXT / CONTENT

Kicker 2–4 words; H1 3–9; introduction 20–45; optional CTA 2–4 words.

IMAGE

Desktop 1920×720 · Mobile 1080×1080

02 Lead image / diagram

FULL-WIDTH VISUAL

IMAGE

Photo 1600×900 · Diagram SVG or 2× PNG

TEXT / CONTENT

Caption 8–20 words when informative; source / figure note 5–15 words.

03 Article body + jump links

IMAGE RIGHT

TEXT / CONTENT

Usually 700–1,500 words; 25–60-word opening answer; H2 every 150–300 words; paragraphs 25–70 words.

IMAGE

Optional inline image · 1600px wide

04 Standards / source notes

TEXT / DATA ONLY

TEXT / CONTENT

H2 3–8 words; body 60–150; paragraphs 25–70; optional bullets at 4–12 words.

05 Optional contextual FAQs

TEXT / DATA ONLY

TEXT / CONTENT

Optional 3–5 recurring questions; question 6–14 words; answer 30–100. Keep the article's main answer in the body.

06 Related products + articles

IMAGE ABOVE CARD COPY

IMAGE

Product 1600×1600 · Category 1200×900

TEXT / CONTENT

Section H2 3–8 words; intro 20–40; card title 2–7; summary 15–30; CTA 2–4 words.

07 Technical help CTA

TEXT / DATA ONLY

TEXT / CONTENT

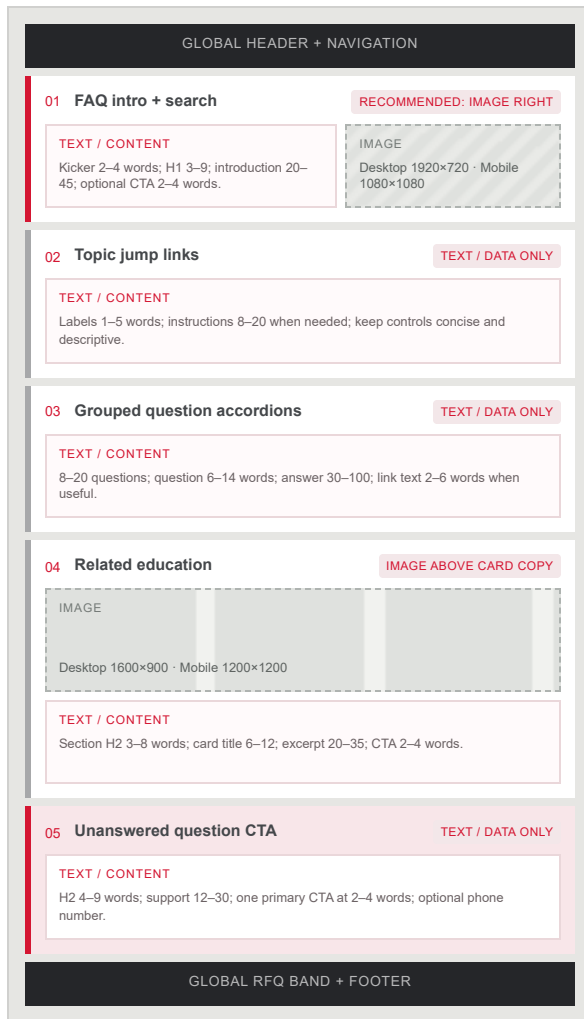
H2 4–9 words; support 12–30; one primary CTA at 2–4 words; optional phone number.

GLOBAL RFQ BAND + FOOTER

Retain the clean editorial reading layout; add visible review dates, sources, technical diagrams, jump links, contextual product links, and FAQs only when recurring questions remain.

BUILD WITH
GP Content Template + GB dynamic data

01	Breadcrumb + article header	MEDIA Optional banner: 1920 × 720 (8:3); mobile 1080 × 1080 (1:1); WebP ≤220 KB.	COPY Kicker 2–4 words; H1 3–9; introduction 20–45; optional CTA 2–4 words.
02	Lead image / diagram	MEDIA Photo: 1600 × 900 (16:9), WebP ≤200 KB. Diagram: SVG preferred or PNG at 2× display size.	COPY Caption 8–20 words when informative; source / figure note 5–15 words.
03	Article body + jump links	MEDIA Inline images: 1600 px wide; diagrams SVG preferred. Use only when they explain a technical point.	COPY Usually 700–1,500 words; 25–60-word opening answer; H2 every 150–300 words; paragraphs 25–70 words.
04	Standards / source notes	MEDIA No image required unless the content specifically benefits from one.	COPY H2 3–8 words; body 60–150; paragraphs 25–70; optional bullets at 4–12 words.
05	Optional contextual FAQs	MEDIA No image required. Omit the entire block when it would repeat the article.	COPY Optional 3–5 recurring questions; question 6–14 words; answer 30–100. Keep the article's main answer in the body.
06	Related products + articles	MEDIA Product source: 1600 × 1600 (1:1), WebP/PNG ≤250 KB. Category card: 1200 × 900 (4:3), WebP ≤140 KB.	COPY Section H2 3–8 words; intro 20–40; card title 2–7; summary 15–30; CTA 2–4 words.
07	Technical help CTA	MEDIA No image required. Optional subtle background texture under 100 KB.	COPY H2 4–9 words; support 12–30; one primary CTA at 2–4 words; optional phone number.



Engineer GP Theme has no dedicated FAQ layout. Reuse its page title, spacing, typography, card treatment, and CTA while keeping answers as indexable text.

BUILD WITH

Static page + GB accordion pattern

SECTION DELIVERABLES

01	FAQ intro + search	MEDIA Optional banner: 1920 × 720 (8:3); mobile 1080 × 1080 (1:1); WebP ≤220 KB.	COPY Kicker 2–4 words; H1 3–9; introduction 20–45; optional CTA 2–4 words.
02	Topic jump links	MEDIA No image required; use live icons only when they add meaning.	COPY Labels 1–5 words; instructions 8–20 when needed; keep controls concise and descriptive.
03	Grouped question accordions	MEDIA No image required.	COPY 8–20 questions; question 6–14 words; answer 30–100; link text 2–6 words when useful.
04	Related education	MEDIA Article lead: 1600 × 900 (16:9); mobile 1200 × 1200 (1:1); WebP ≤200 KB.	COPY Section H2 3–8 words; card title 6–12; excerpt 20–35; CTA 2–4 words.
05	Unanswered question CTA	MEDIA	COPY

No image required. Optional subtle background texture under 100 KB. H2 4–9 words; support 12–30; one primary CTA at 2–4 words; optional phone number.

Contact / RFQ

/contact-us.php

ENGINEER GP THEME CONTACT — ADAPTED

GLOBAL HEADER + NAVIGATION

01 Contact / RFQ introduction

RECOMMENDED: IMAGE RIGHT

TEXT / CONTENT

Kicker 2–4 words; H1 3–9; introduction 20–45; optional CTA 2–4 words.

IMAGE

Desktop 1920×720 · Mobile 1080×1080

02 Contact methods + RFQ form

IMAGE RIGHT

TEXT / CONTENT

H2 3–8 words; intro 20–45; field labels 1–5; helper text 8–20; submit label 2–4 words.

IMAGE

1600×1200

03 Quote preparation checklist

IMAGE ABOVE CARD COPY

IMAGE

1200×900

TEXT / CONTENT

3–6 cards; title 2–7 words; body 15–35; CTA 2–4 words per card.

04 Facility / service information

IMAGE RIGHT

TEXT / CONTENT

H2 3–8 words; body 60–120; 3–5 bullets at 4–10 words each; optional CTA 2–4 words.

IMAGE

1600×1200

05 Response expectation

TEXT / DATA ONLY

TEXT / CONTENT

H2 4–9 words; support 12–30; one primary CTA at 2–4 words; optional phone number.

GLOBAL RFQ BAND + FOOTER

Convert the general contact form into a qualified RFQ intake that asks for product family, dimensions, thickness, quantity, standards, and timeline.

BUILD WITH

Static page + GenerateBlocks Form or form plugin

SECTION DELIVERABLES

01	Contact / RFQ introduction	MEDIA	COPY
		Optional banner: 1920 × 720 (8:3); mobile 1080 × 1080 (1:1); WebP ≤220 KB.	Kicker 2–4 words; H1 3–9; introduction 20–45; optional CTA 2–4 words.
02	Contact methods + RFQ form	MEDIA	COPY
		Optional facility image: 1600 × 1200 (4:3), WebP ≤250 KB. No decorative image is required.	H2 3–8 words; intro 20–45; field labels 1–5; helper text 8–20; submit label 2–4 words.
03	Quote preparation checklist	MEDIA	COPY
		Card image optional: 1200 × 900 (4:3), WebP ≤140 KB. Keep all cards in the set consistent.	3–6 cards; title 2–7 words; body 15–35; CTA 2–4 words per card.
04	Facility / service information	MEDIA	COPY
		Photo: 1600 × 1200 (4:3), WebP ≤250 KB. Keep subject inside center 70% safe zone.	H2 3–8 words; body 60–120; 3–5 bullets at 4–10 words each; optional CTA 2–4 words.
05	Response expectation	MEDIA	COPY

No image required. Optional subtle background texture under 100 KB. H2 4–9 words; support 12–30; one primary CTA at 2–4 words; optional phone number.

Standard Content

/privacy-notice.php · /sitemap.php

ENGINEER GP THEME INNER-PAGE SHELL



Use one restrained text template for privacy, sitemap, terms, accessibility, and other low-design utility pages.

BUILD WITH

Reusable static page pattern

SECTION DELIVERABLES

01	Page title + breadcrumb	MEDIA Optional banner: 1920 × 720 (8:3); mobile 1080 × 1080 (1:1); WebP ≤220 KB.	COPY Kicker 2–4 words; H1 3–9; introduction 20–45; optional CTA 2–4 words.
02	Updated date / jump links	MEDIA No image required; use live icons only when they add meaning.	COPY Labels 1–5 words; instructions 8–20 when needed; keep controls concise and descriptive.
03	Narrow text content	MEDIA Confirm during wireframing; use the closest asset specification above.	COPY H2 3–8 words; introduction 20–45; body length determined by the user task.
04	Helpful links	MEDIA Card image optional: 1200 × 900 (4:3), WebP ≤140 KB. Keep all cards in the set consistent.	COPY 3–6 cards; title 2–7 words; body 15–35; CTA 2–4 words per card.

System States

/search/ · /404/ · /thank-you/

CUSTOM STATES IN ENGINEER GP THEME STYLES



These small templates complete the experience: search and no-results, a useful 404, and a clear RFQ confirmation with next steps.

BUILD WITH

GP Elements + static patterns

SECTION DELIVERABLES

01	Status / query heading	MEDIA Optional banner: 1920 × 720 (8:3); mobile 1080 × 1080 (1:1); WebP ≤220 KB.	COPY Kicker 2–4 words; H1 3–9; introduction 20–45; optional CTA 2–4 words.
02	Results or confirmation message	MEDIA No image required unless the content specifically benefits from one.	COPY H2 3–8 words; body 60–150; paragraphs 25–70; optional bullets at 4–12 words.
03	Search / next action	MEDIA No image required; use live icons only when they add meaning.	COPY Labels 1–5 words; instructions 8–20 when needed; keep controls concise and descriptive.
04	Helpful product-family links	MEDIA Card image optional: 1200 × 900 (4:3), WebP ≤140 KB. Keep all cards in the set consistent.	COPY 3–6 cards; title 2–7 words; body 15–35; CTA 2–4 words per card.
05	Contact CTA	MEDIA	COPY

No image required. Optional subtle background texture under 100 KB. H2 4–9 words; support 12–30; one primary CTA at 2–4 words; optional phone number.

Designer handoff rule

Provide content and assets by section name. The web designer owns the final block assembly, responsive settings, alt text entry, schema, links, and accessibility checks in WordPress.

CREATIVE COPY SYSTEM

Content standards

Preserve approved product names, codes, and verified facts exactly. Creative improves the supporting headers, summaries, section hierarchy, calls to action, and explanations around them.

01 Technical and plain Write for engineers, purchasers, quality teams, and operations staff. Explain specialized terms on first use and remove filler.	02 Proof before promotion Use specific materials, applications, standards, test results, and service capabilities instead of unsupported superlatives.
03 Approved names stay fixed Use every approved product name and product code exactly as supplied. Do not shorten, modernize, optimize, or rewrite them.	04 Reviewed and current Every technical claim and document needs an owner, source, approval status, revision date, and scheduled review.

PRODUCT TITLE TREATMENT

DC-1200-CT Cleanroom Poly Tubing

Virgin LDPE tubing for ISO Class 5 cleanroom packaging applications.

Virgin LDPE

ISO Class 5

2–8 mil

Lay-flat tubing

LOCKED: use the approved product name and product code exactly as supplied. Improve clarity with supporting copy, badges, specifications, and page hierarchy—not by renaming the product.

USE

Specific, measurable language: “Available in 2, 3, 4, 6, and 8 mil.”

AVOID

“Best,” “highest quality,” “medical grade,” or “FDA approved” unless the exact statement is documented and approved.

STYLE

Sentence case, short paragraphs, descriptive headings, active voice, and one clear action per section.

HOME

Lead with relevance

One clear value proposition, product families, industries served, documented proof, quality capabilities, education, and a visible RFQ action.

PRODUCT CATEGORY

Help buyers choose

Overview, applications, selection guidance, product grid, comparison data, applicable standards, related education, and category RFQ.

PRODUCT DETAIL

Make facts scannable

Code, summary, applications, material, configurations, verified standards, specification tables, current documents, related products, and RFQ.

EDUCATION

Answer first

State the answer early, use descriptive headings and diagrams, cite sources, show author/reviewer and update date, then link relevant products.

FAQ

Be direct

Use the customer's natural-language question. Answer it in the first sentence, then add context, limitations, and a useful next link.

ABOUT + CONTACT

Build confidence

Use verifiable history and capabilities. RFQ forms should collect family, dimensions, thickness, quantity, standard, timeline, and attachments.

01

Specifications

Use accessible HTML tables with column headings, consistent units, and meaningful empty states. Never substitute bullets or zeros for unknown values.

02

Documents

Publish approved SDS, test reports, guarantees, and certificates as dated PDFs with title, document type, revision number, and file size.

03

Claims

Record the source for every compliance, cleanliness, performance, safety, environmental, and material claim. Technical approval is required before publishing.

04

Terminology

Maintain an approved glossary for cleanroom, ISO Class 5, LDPE, mil, antistatic, static shielding, product codes, test methods, and legacy names.

05

Links

Use descriptive link text. Connect product families to products, education to relevant products, and technical terms to supporting explanations.

06

Images

Creative supplies subject and purpose notes. The web designer writes final contextual alt text, enters it in WordPress, and leaves decorative images empty.

KEEP

Verified product codes, materials, dimensions, configurations, test methods, useful applications, and authoritative documents.

REWRITE

Introductions, category descriptions, FAQs, calls to action, supporting headings, metadata, and unclear technical explanations. Never rewrite approved product names or codes.

MERGE

Overlapping blog posts, duplicate category copy, repeated standards explanations, and near-identical application pages.

RETIRE

Unsupported claims, obsolete documents, inaccurate facts, thin posts, broken external assets, and content with no user or search value.

Required approval flow

Product / technical owner

verifies facts and documents

Content owner

writes and organizes the copy

Web designer

Final review

builds, links, formats, and enters alt text

checks accuracy, accessibility, SEO, and redirects

Product-name rule: product names and codes are controlled source information. Any requested change must come from the authorized Degage product owner—not from Creative, Web, or SEO.

CONVERSION GUIDANCE

CTA standards + page word-count goals

Give buyers a clear next step throughout the journey. Repeat the primary action at useful decision points without turning every section into a sales pitch.

01

One primary action

Use **Request a Quote** consistently as the principal conversion action across commercial pages.

02

Repeat, don't multiply

Most pages need 2–4 placements of the same primary CTA—not several competing actions with equal emphasis.

03

Match buyer intent

Use lower-commitment labels such as **View Product**, **View Specifications**, or **Ask a Technical Question** when appropriate.

04

Keep labels direct

Target 2–5 words. Add a short support line when users need to know what happens after clicking.

PAGE TYPE	PLACEMENTS	PRIMARY CTA	RECOMMENDED LOCATIONS
Homepage	3–4	Request a Quote	Hero · after product families · proof section · final CTA
Products archive	2–3	Get Product Help	Archive intro · after product grid · final selection-help CTA
Product category	2–3	Request a Quote	Category intro · after comparison or grid · final CTA
Product detail	3	Request a Quote	Above fold · after specifications · page end; sticky on mobile

Education	1–2	Ask a Technical Question	Related-product context · article or archive end
About Us	2	Talk to a Representative	After capabilities · page end
FAQs	2	Still Have a Question?	After major question groups · page end
Contact / RFQ	1	Submit Request	One clear form action; avoid competing buttons

EDITORIAL PLANNING

Recommended unique body-copy ranges

Targets exclude global navigation, footer copy, repeated legal language, and structured technical data unless noted.

Homepage 500–900 words Value proposition, proof, product-family introductions, and CTA support.	About Us 600–1,000 words History, facility, capabilities, quality process, and industries served.
Products archive 300–600 words Unique archive introduction and selection guidance; product-card copy is separate.	Product category 500–900 words Overview, applications, selection guidance, comparisons, and standards.
Product detail 350–700 words Unique narrative copy; structured specifications and document titles are separate.	Education archive 200–400 words Purpose, topic navigation, and editorial context; article excerpts are separate.
Education article 800–1,500 words Answer-first technical article with sources, diagrams, and useful subheads.	FAQs 600–1,500 words Usually 8–20 useful questions; length follows the number of approved answers.
Contact / RFQ 250–500 words Instructions, response expectations, contact details, and form guidance.	Utility pages As needed Completeness and legal accuracy matter more than a target range.

System states

50–200 words

Clear status, next step, and helpful links for search, 404, and thank-you pages.

These are drafting goals—not SEO quotas. Use the shortest copy that fully answers the user's questions and supports a decision. Never pad a page to hit a number, and never alter approved product names or codes.

WEB / SEO HANDOFF

Web / SEO owns form behavior, mobile sticky controls, event tracking, confirmation pages, conversion reporting, and testing. Creative owns CTA hierarchy, label, support copy, and placement intent.

FILE HYGIENE

Naming & delivery

Use a short, descriptive filename so the asset is identifiable in WordPress and from its URL. Filenames provide a minor image-search signal, but they do not replace accurate alt text or relevant page content. Never keyword-stuff filenames.

dc-products-cleantuff-primary-1x1-v01.webp

COPY

BRAND – PAGE – SUBJECT – USAGE – RATIO – VERSION

DO

dc-about-cleanroom-hero-2x1-v02.webp
dc-dc1200-bag-primary-1x1-v01.png

DON'T

IMG_7842-final-FINAL.jpg
new photo (3).png

WEBP

Default delivery

Photos and most graphics. Export at 75–85 quality, then inspect at 100%.

JPG

Fallback & social

Use for photography when a platform does not reliably accept WebP.

PNG

Transparency only

Use for product cutouts or logos requiring alpha. Never use for ordinary photos.

SVG

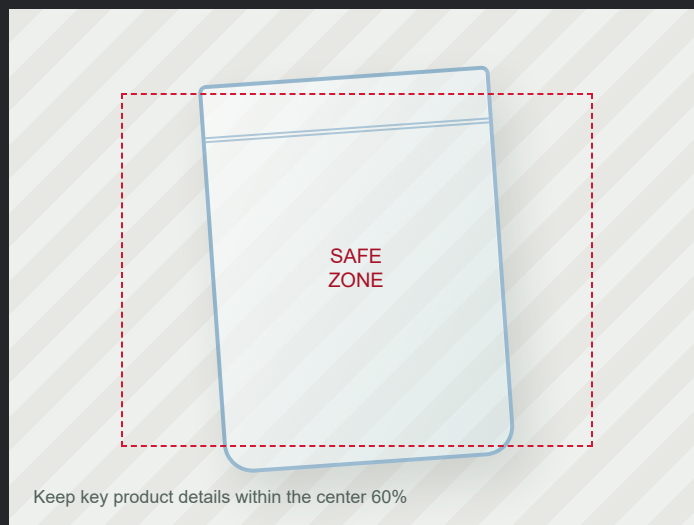
Logos & icons

Outline fonts, remove hidden layers, and provide an editable master separately.

ART DIRECTION

Make clean feel credible.

Every photograph should communicate precision, material quality, and a controlled environment—not generic stock photography.



01

Light cleanly

Soft, even light; retain edge detail in clear film.

02

Show scale

Include a measured reference or contextual view when size is not obvious.

03

Control reflections

Avoid clipped highlights, fingerprints, dust, and unintended glare.

04

Stay accurate

Color, seams, closures, and thickness cues must represent the actual product.

BEFORE YOU SUBMIT

Creative preflight

Complete all eight checks for every final asset package.

0%
READY

01	The image matches a listed size and aspect ratio.	02	The source file is sharp at 100% with no visible artifacts.
03	The crop works on desktop and mobile, with the subject in the safe zone.	04	The file uses the approved naming convention.
05	The delivery file is in sRGB and below the size limit.	06	The web designer writes and enters final alt text in WordPress using the handoff notes.
07	Usage rights and photographer/source are documented.	08	The asset has final creative and product approval.

DELIVERY PACKAGE	01 / Masters Layered or raw sources	02 / Web Named, optimized exports	03 / Handoff Alt text + rights notes
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02

PHASE TWO

Web / SEO

WordPress implementation, structured fields, final alt text, metadata, schema, URLs, redirects, accessibility, and performance.

GENERATEPRESS +
GENERATEBLOCKS

Product template system

Build the design once, then populate it from WordPress product records. The product archive and every product detail page should share the same data model.

GENERATEPRESS SITE CONTAINER

1200 px

Appearance → Customize → Layout → Container

SECTION PADDING

80 / 56 / 36 px

Desktop / tablet / mobile vertical rhythm

GENERATEBLOCKS GLOBAL MAX-WIDTH

1200 px

Use on every inner section container

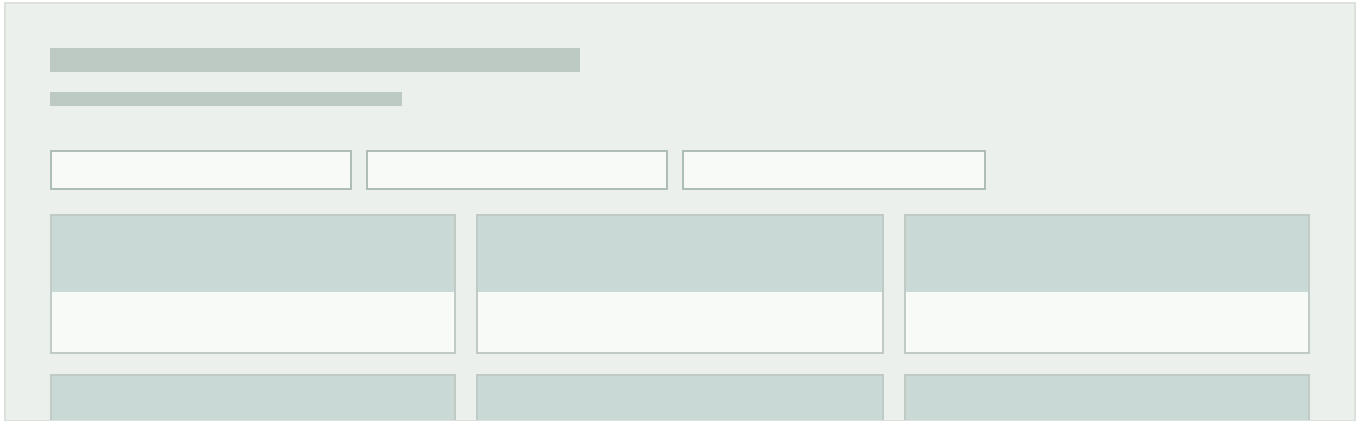
HORIZONTAL GUTTER

32 / 24 / 20 px

Desktop / tablet / mobile

01

ARCHIVE TEMPLATE
/products.php



Intro: H1 “Cleanroom Packaging Products,” 60–90 words, and links to major product families.

Taxonomy navigation: plain HTML links for product family, material, format, and cleanroom class.

Query Loop: custom post type **product**; 3 columns desktop, 2 tablet, 1 mobile; 24 px gap.

Card: 4:3 category image or 1:1 product image, product code, concise title, 2 key attributes, “View specifications.”

Pagination: indexable numbered pages. Avoid infinite scroll as the only route to products.

02

SINGLE PRODUCT TEMPLATE

DC-1200-CT example



Hero: breadcrumbs, product code, short H1, one-paragraph value proposition, certification badges, and Request a Quote.

Layout: 44% image gallery / 56% product copy, 48 px gap; stack image first on tablet and mobile.

Primary image: 1600 × 1600, 1:1, neutral background, 10% clear space. Add 2–4 detail images only when useful.

Specifications: scannable two-column tables for material, format, clarity, thickness, standards, and physical properties.

Documents: move the long safety sheet out of body copy into a dated, accessible PDF download with revision number.

Contextual FAQs: include 3–6 approved product questions after specifications and configurations; keep every answer visible and match any FAQPage markup exactly.

Finish: related products from the same taxonomy and a second quote CTA.

THE WORDPRESS MODEL

Custom post type: Product

Taxonomies: Product family, material, format, cleanroom

REUSABLE FIELDS

Product code · short description · featured image · gallery · standards · thickness · material · configurations · documents

BLOCK ASSEMBLY

GeneratePress Block Elements for archive/single templates when GP Premium is available; GenerateBlocks Container, Grid, Query Loop,

class		Image, Headline, and Button blocks for layout and dynamic content.
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Do not paste each product into a one-off page.

Structured fields keep cards, filters, schema, related products, and future updates consistent.

Write alt text for the job

Describe what matters in context. Don't repeat the caption, start with "image of," or stuff keywords.

GOOD

"Clear Class 100 polyethylene bag with heat-sealed bottom."

Specific, concise, and useful when the image is unavailable.

AVOID

"Best clean room bags cleanroom packaging buy now."

Keyword-heavy, unnatural, and missing the image's actual content.

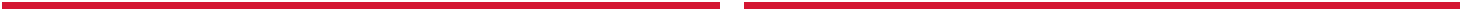
DECORATIVE

Use an empty alt attribute: `alt=""`

Only when the image adds no information and nearby text already provides the meaning.

Contextual FAQs + schema

Add FAQs when they remove a real buying or technical obstacle. They support the page’s primary content; they do not replace product summaries, applications, specifications, standards, documents, or quote actions.



01

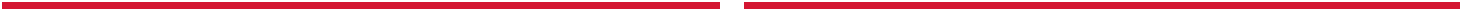
Answer real questions

Use questions heard by sales, customer service, technical staff, and customers. One clear answer per question.

02

Keep core sections

Specifications, configurations, applications, standards, downloads, and RFQ guidance remain visible and structured.



03

Match visible content

Any FAQPage structured data must reproduce the exact question and answer that a visitor can read on the page.

04

Avoid duplication

Place an answer on the most relevant page. Link to it elsewhere instead of repeating the same FAQ across the site.

PAGE TYPE	QUESTIONS	PLACEMENT	RECOMMENDED FOCUS
Product detail	3–6	After specifications and configurations; before related products or the final CTA.	Sizing, materials, custom options, lead-time process, cleanroom use, and documents.
Product category	4–8	After selection guidance or the comparison table; before the final category CTA.	How to choose, material differences, applications, standards, and custom capabilities.
Education article	Optional 3–5	Near the conclusion, only when several recurring questions remain after the article.	Clarifications that support the article; do not repeat the body copy.

Central FAQ	8–20	Group by topic with jump links, related resources, and a final contact action.	Company-wide buying, service, quality, ordering, and technical questions.
Home / About / Contact	Usually none	Add only when a repeated question blocks the page’s primary user task.	Do not add a generic FAQ section simply to increase word count or schema.

PRIMARY PAGE SCHEMA	CONDITIONAL	DO NOT USE HERE
Product + Breadcrumb Use accurate Product data on product pages and Breadcrumb data across the page hierarchy. Add Offer only when visible price and availability are genuinely maintained.	FAQPage Use only when the page visibly contains company-authored questions with one approved answer each. Schema is machine-readable context, not a promised search feature.	QAPage Reserved for a single question where users can submit alternative answers. It is not the correct type for Degage-authored FAQ lists.

Do not sell FAQs as a rich-result tactic. Google generally limits FAQ rich results to authoritative government and health sites. Keep FAQs because they help buyers and clarify the page—not because an expanded search display is guaranteed. **Review Google’s current FAQ guidance** ↗

OWNERSHIP

Creative / Content proposes the question hierarchy and drafts plain-language answers. **Product / Technical** verifies every claim. **Web / SEO** removes duplication, places the block, implements matching JSON-LD, validates it, and monitors search reporting.

SEO standards for migration and launch

Preserve existing search equity, make every page understandable to people and search engines, and measure the migration after launch.

01

Use descriptive product URLs

Recommended: `/products/dc-1200-ct-cleanroom-poly-tubing/`.
Short, lowercase, hyphenated, and stable.

02

Preserve product names

Use the approved product name and code unchanged in the H1 and structured data. Improve search clarity through supporting copy, specifications, metadata, and page structure.

03

Write unique search snippets

Give each indexable page a concise title and useful meta description. Lead with the approved product name, then distinguish the application or benefit.

04

Control indexation

Use one self-referencing canonical per preferred page. Noindex internal search, thin filter combinations, staging pages, and other duplicate states.

05

Add product semantics

Use Product structured data with accurate name, SKU, brand, description, and images. Add Offer only when price and availability are genuinely displayed.

06

Strengthen internal links

Link Home → product families → products, Education → relevant products, and products → related education using descriptive anchor text.

Optimize images responsibly

Use descriptive filenames, contextual alt text, explicit dimensions, responsive sources, and lazy loading below the fold. Visual quality still comes first.

Measure the migration

Submit the XML sitemap in Search Console, inspect priority pages, monitor indexing and 404s, and compare organic landing-page performance after launch.

Ownership: Web / SEO implements and validates these requirements. Creative supplies approved copy, hierarchy, imagery, and subject notes; SEO review must not rename approved products.

REDIRECT STANDARD

301

One old URL → one best new URL

OLD /product-detail.php?cid=1&pid=53



NEW /products/dc-1200-ct-cleanroom-poly-tubing/

Permanent means 301.

Use 302 only for a genuinely temporary move.

No chains.

Old URL must resolve directly to the final 200-status canonical URL in one hop.

Keep redirects.

Maintain them for at least one year; indefinitely is better for users and old backlinks.

Map every query pair.

Preserve the full **cid** + **pid** inventory before launch.

No homepage dumping.

If there is no equivalent replacement, return a true 404/410 or redirect to a genuinely equivalent category.

Update every signal.

Internal links, canonicals, breadcrumbs, XML sitemap, image links, and campaigns must use only new URLs.

BEFORE

Export every indexed URL, backlink landing page, title, canonical, and redirect target.

LAUNCH

Test HTTP status, one-hop destination, metadata, schema, mobile rendering, and the XML sitemap.

AFTER

Submit the new sitemap, inspect priority URLs, monitor 404s and indexing, and keep a redirect change log.