

MADRAS SQUARE

Digital Transformation Proposal

A Modern Digital Experience for a Premium Brand

PREPARED FOR MADRAS SQUARE

BY YOUR DEDICATED FREELANCE WEB DEVELOPER

PERFORMANCE AUDIT & GROWTH STRATEGY

CURRENT SITE → madrassquare.com

THE REDESIGN → madras-square.vercel.app

Your Website is Costing You Customers

Madras Square offers a 4.5-star premium experience in person. But online, your customers are met with frustrating wait times and a dated experience.

THE 17.9-SECOND BARRIER

Independent audits show your current website takes **17.9 seconds to fully load**. Google research proves that 53% of mobile users abandon a site after just 3 seconds. Right now, more than half of your potential online traffic is leaving before they ever see your menu or booking options.

INVISIBLE ON MOBILE

The single most important image on your homepage — your hero banner — takes **16.8 seconds** to appear on a mobile phone. With over 70% of restaurant searches happening on mobile, you are actively losing the "on-the-go" diner to faster competitors.

LOSING THE GOOGLE WAR

Google penalises slow websites. Your current Performance score of **49/100** and SEO score of **85/100** means Madras Square is ranking lower than it should for crucial searches like "banquet halls in Chennai" or "best restaurants in ECR."

THE WORDPRESS BLOAT

Your current Hostinger/WordPress setup downloads **5.07 MB** of data and makes **162 requests** just to load the homepage. It is a heavy, outdated architecture that cannot scale with your ambitious expansion plans.

I Rebuilt It From the Ground Up

I didn't just write a report; I built the solution. A fully functioning, blazing-fast prototype that matches the premium Madras Square brand.

SPEED SCORE

49 → 99
+102% improvement

LOAD TIME

17.9s → 0.6s
30× faster

SEO VISIBILITY

85 → 100
Perfect score

PAGE WEIGHT

5 MB → 568 KB
89% lighter

SUB-SECOND LOAD TIMES (ZERO DROP-OFF)

The new website I developed fully loads in **593 milliseconds**. Visitors see your brand, your food, and your booking button almost instantly. No waiting, no frustration, maximum conversion.

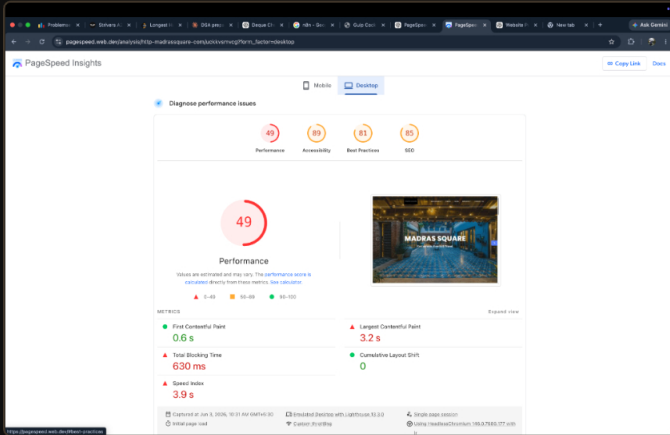
A DESIGN THAT MATCHES THE AMBIENCE

I implemented a dark, elegant aesthetic with gold accents and premium typography. The website now feels like walking into a Madras Square venue — sophisticated, inviting, and memorable.

"Stop losing customers to 18-second wait times. Let them experience your brand instantly."

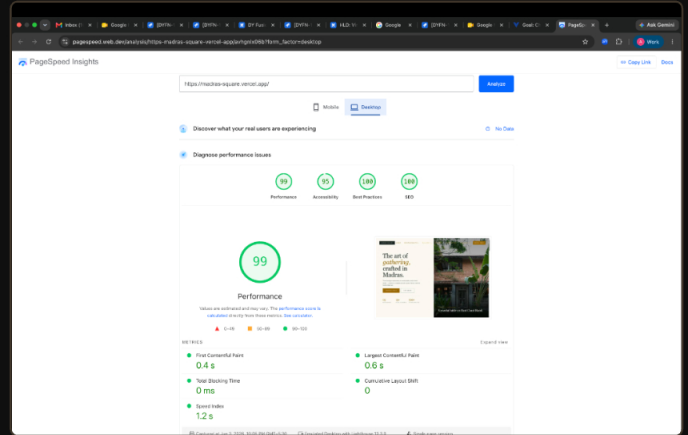
Desktop Performance

Tested using Google's official website audit tool. The redesigned site achieves a near-perfect score.



ORIGINAL SITE (SCORE: 49)

pagespeed.web.dev/analysis/http-madras-square-com...



THE REDESIGN (SCORE: 99)

pagespeed.web.dev/analysis/https-madras-square-vercel-app...

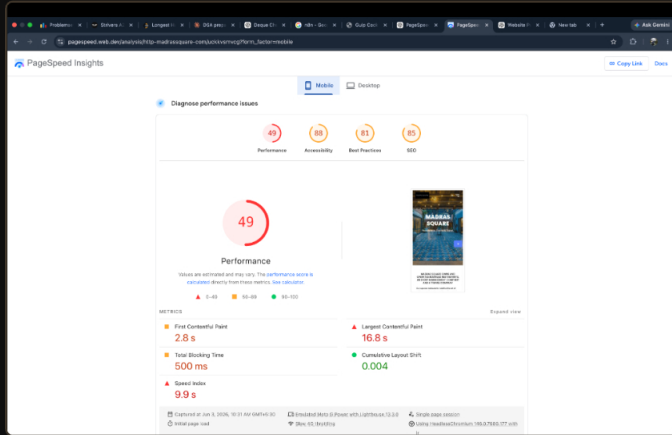
METRIC	ORIGINAL SITE	THE REDESIGN	IMPACT
Performance Score	49 / 100	99 / 100	Top 1% of the web
SEO Score	85 / 100	100 / 100	Max Google Visibility
Largest Image Load	3.2s	0.6s	Instant visuals
Interactive Delay	630ms	10ms	Instantly clickable

WHAT IS GOOGLE PAGESPEED?

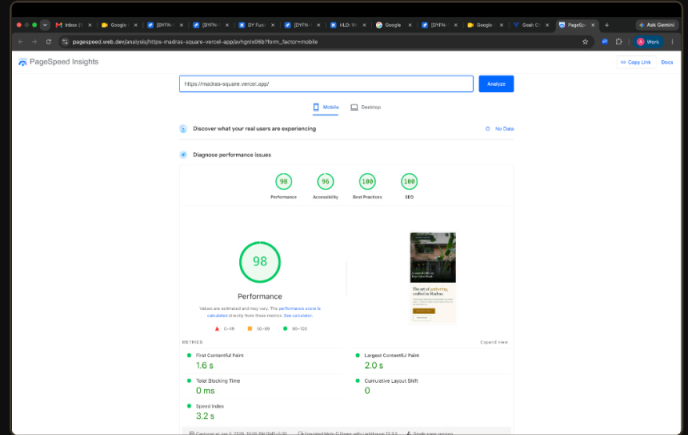
This is **Google's official auditing tool**. It measures how fast a site feels to the user and directly impacts how high you rank on Google search results. A score of 90+ means your site is in the top 1% of the web. Google penalises slow sites (like the current one) and actively rewards fast ones.

Mobile Performance

Mobile is where restaurant decisions are made. The redesign ensures a flawless mobile experience.



ORIGINAL MOBILE SITE (SCORE: 49)
pagespeed.web.dev/analysis/http-madrassquare-com...

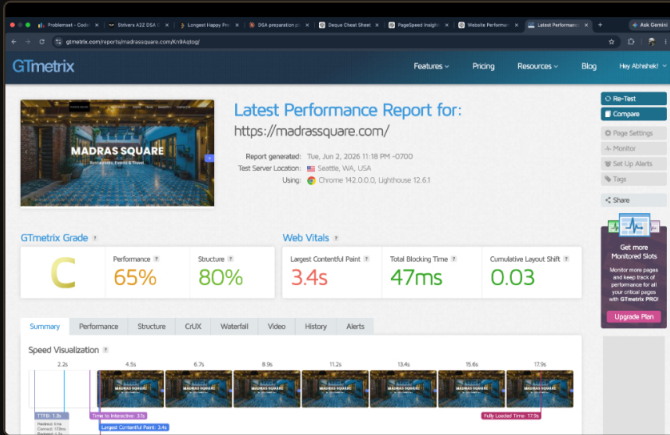


THE MOBILE REDESIGN (SCORE: 98)
pagespeed.web.dev/analysis/https-madrassquare-vercel-app...

METRIC	ORIGINAL SITE	THE REDESIGN	IMPACT
Mobile Performance	49 / 100	98 / 100	+49 points
Largest Image Load	16.8s	2.0s	8.4x faster
Mobile SEO Score	85 / 100	100 / 100	Perfect ✓

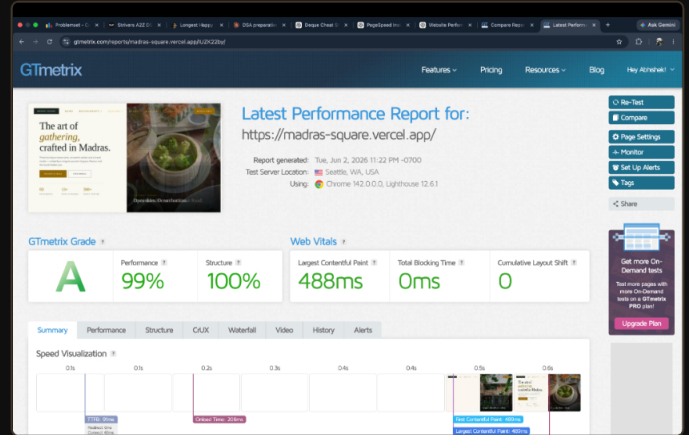
Independent Speed Test

Grade C vs Grade A. The new architecture completely eliminates the WordPress bloat.



ORIGINAL SITE: GRADE C (17.9S LOAD)

gtmetrix.com/reports/madrassquare.com/Kn9Aqtog/



THE REDESIGN: GRADE A (0.6S LOAD)

gtmetrix.com/reports/madras-square.vercel.app/IUZK22by/

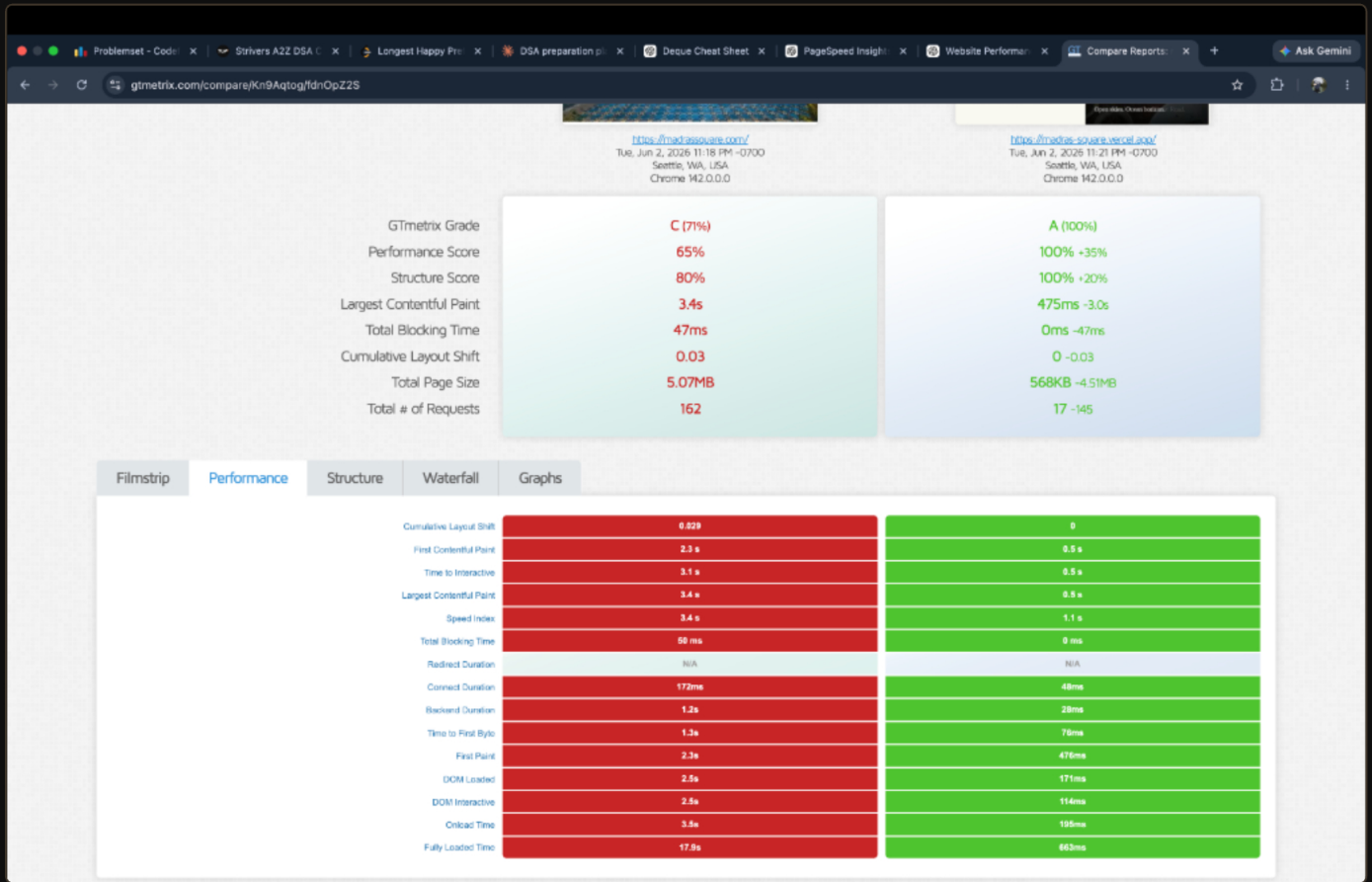


WHAT IS GTMETRIX?

GTmetrix is the independent gold standard for deep technical analysis. While Google measures the "feel", GTmetrix measures the exact physics of the website — calculating precisely how many megabytes are downloaded and how many seconds it takes for every single element to fully render.

Side-by-Side Comparison

A direct comparison confirming the 30x speed increase.



HEAD-TO-HEAD COMPARISON

gtmetrix.com/compare/Kn9Aqtog/fdrOpZ2S

METRIC	ORIGINAL	THE REDESIGN	IMPROVEMENT
First Content Paint	2.3s	488ms	4.7x faster
Time to Interactive	3.1s	488ms	6.4x faster
Fully Loaded	17.9s	593ms	30x faster

Switching with Zero Downtime or SEO Loss

Migrating from Hostinger & WordPress to this modern architecture is entirely risk-free.

PROTECTING YOUR SEO (I ACTUALLY IMPROVE IT)

I ensure **100% URL Parity and 301 Redirects**. If someone has bookmarked `madrassquare.com/east-coast/`, the new site serves that exact same link. Because the new site has a perfect 100 SEO score and is 30× faster, Google will actually reward Madras Square with **higher rankings** within weeks.

THE 3-STEP MIGRATION PROCESS

- ◇ **Step 1: The Parallel Build.** The new website runs on a temporary domain while your WordPress site stays live. Zero disruption.
- ◇ **Step 2: SEO Mapping.** I meticulously map all existing WordPress URLs to the new site. No "Page Not Found" errors.
- ◇ **Step 3: The DNS Switch.** I update the DNS records on Hostinger. The switch happens globally in minutes with zero downtime.

KEEP YOUR OLD DATA

Your old WordPress site isn't deleted. I safely move it to a hidden address (e.g., `legacy.madrassquare.com`) so your team can still access past menus and data, while customers enjoy the blazing-fast new site.

Your Partner for Expansion & Growth

Madras Square is expanding. Legacy WordPress cannot keep up. You need a dedicated developer capable of moving as fast as your physical footprint.

THE BOTTLENECK OF WORDPRESS

Opening a new venue shouldn't mean waiting weeks for slow WordPress updates, dealing with plugin conflicts, or server crashes when PR traffic hits. Your current setup is a liability to your growth.

LIGHTNING-FAST ROLLOUTS FOR NEW BRANCHES

The modern architecture I use (React + Vercel) is highly modular. When you open a new branch, I can deploy a dedicated, high-converting landing page instantly. Perfect SEO out of the box means your new location ranks on Google from Day 1.

- ◇ **Built for Scale:** Whether you have 3 locations or 30, the infrastructure handles massive traffic spikes (like Valentine's Day or NYE) effortlessly without crashing.
- ◇ **A Dedicated Freelance Partner:** I don't just hand off a theme. I want to be your ongoing technical partner – managing your digital presence so you can focus entirely on hospitality.
- ◇ **Immediate Lead Generation:** The events & banquet division needs a high-performing site to capture corporate clients. I can build and launch it in days, not months.

"As you open new doors physically, let me open them digitally. I guarantee an online experience as premium as the food you serve."

Let's Make This Live

The hard work is already done. I have the prototype. Here is how we can move forward.

- ◇ **Phase 1: Deploy the Upgrade.** I replace your current 18-second site with the new 0.6-second build. Immediate boost in customer retention and bookings.
- ◇ **Phase 2: The Events Portal.** I build out a dedicated, lightning-fast funnel for *eventsbyindianexpeditions.com* to drive high-ticket corporate and wedding bookings.
- ◇ **Phase 3: Branch Expansion.** As you finalize new physical locations, I prepare and launch dedicated digital real estate for them instantly.

KNOW SOMEONE WHO NEEDS THIS?

If you know other restaurant owners, hospitality brands, or businesses struggling with slow, outdated websites — I'd genuinely appreciate an introduction. I deliver the same level of quality and dedication to every client. **A simple referral from you would mean the world.**

Ready to stop losing customers to a slow website?

Let me prove what a modern digital experience can do for
Madras Square's bottom line.