This is a great step! Based on your export business focus (coffee and spices), the need to build trust (since you're new), and the dual conversion goals (sample and bulk quote), we need an Information Architecture (IA) that is **lean, persuasive, and transparent.**

Here is the essential page map for your export website, grouped by their psychological purpose:

**🧭 Core Navigation Pages (The "What" and "How")**

These are the primary links that should be immediately visible in your global header navigation.

1. **Home Page:**
   * **Purpose:** Instant trust, high-impact visuals, clear value proposition, and two highly visible CTAs: **"Request a Sample"** and **"Request a Quote."**
2. **Products / Catalog:**
   * **Purpose:** The main hub for commerce. Needs high-level categorization (e.g., Coffee, Spices).
3. **Individual Product Pages (e.g., Arabica Beans, Black Pepper):**
   * **Purpose:** The conversion point. Detailed specifications, origin story, compliance data, zoomable images, and a sticky **"Request a Sample"** CTA alongside a **"Request a Bulk Quote"** CTA.
4. **Logistics & Shipping / Export Process:**
   * **Purpose:** Reduces buyer anxiety. Clearly explains Incoterms, packaging options, typical lead times, accepted payment methods (LC, TT, etc.), and port capabilities. This builds **Competence Authority.**
5. **Contact Us:**
   * **Purpose:** Direct line to sales. Includes a primary form for **Bulk Inquiries**, a secondary form for general questions, contact numbers (with country codes), and your physical address.

**✅ Trust & Authority Pages (The "Why Trust Us")**

These pages are critical for converting a skeptical visitor into a qualified lead, especially since you are a new exporter. They should be prominent in the header or in a visually strong footer section.

1. **About Us / Our Story:**
   * **Purpose:** Builds **transparency and rapport.** Details your company history, mission, ethical sourcing, the team (with photos), and your long-term vision.
2. **Quality & Certifications:**
   * **Purpose:** Your credibility powerhouse. Clearly display logos and descriptions of all relevant food safety and quality standards (HACCP, ISO, Organic, Fair Trade, etc.). You can also include quality control flowcharts here. This is non-negotiable for serious B2B buyers.
3. **Sourcing & Sustainability:**
   * **Purpose:** Appeals to modern buyers' values. Details your supply chain, farm relationships, environmental practices, and social responsibility initiatives.

**🎯 Conversion Funnel Pages (The Action Points)**

These are the landing pages for your main CTAs and forms. They should have minimal navigation distractions (a "focused conversion funnel").

1. **Request a Sample (Landing Page):**
   * **Purpose:** Dedicated page to complete the low-friction sample request. Needs a short form, clear disclaimer (e.g., sample cost, shipping responsibility), and confirmation of what the buyer receives.
2. **Request a Quote (Landing Page):**
   * **Purpose:** Dedicated page for high-intent bulk quote requests. This form should be slightly longer and require qualifying information like **Target Quantity, Destination Port,** and **Target Price** (optional but helpful).
3. **(Optional) Blog / Resources:**
   * **Purpose:** Builds **Thought Leadership**. Posts about market trends, coffee processing techniques, or spice recipes/uses. This improves SEO and positions you as an expert.

In total, you need **10 core pages** plus the individual product pages (which scale with your catalog).

Would you like me to now focus on the **content outline** for the most important page, the **Quality & Certifications** page, to ensure it maximizes trust?

Here is the final, conversion-focused list of essential pages for your export business website:

1. Home
2. Products (Catalog)
3. Individual Product Page (e.g., Arabica Coffee)
4. About Us / Our Story
5. Quality & Certifications
6. Logistics & Shipping
7. Request a Sample (Landing Page)
8. Request a Bulk Quote (Landing Page)
9. Contact Us
10. Privacy Policy
11. Terms & Conditions

**Wire Frame**

Each page is designed to guide your prospects smoothly through the decision-making journey, minimising distractions and maximising trust, transparency, and conversion opportunities.  
  
Okay, let's sketch out a wireframe for your Home Page. This will focus on the **structure and hierarchy** of information and interactions, keeping your export business, product types (coffee & spices), and dual CTAs (sample & quote) in mind.

We'll use a standard desktop layout, knowing it will be adapted for mobile.

**Homepage Wireframe - Export Business (Coffee & Spices)**

**Goal:** Establish trust, showcase products, capture leads for samples/quotes.

**Visual Metaphor:** Think of a compelling story that starts with an immersive experience, then quickly funnels users to explore products or take action.

**A. Global Header (Always Visible)**

[ Transparent background / sticky on scroll ]

* **A1: Logo:** [ Your Brand Logo - prominent ]
* **A2: Main Navigation:** [ Home | Products | About Us | Quality & Certifications | Logistics | Contact ]
  + *Note: "Request a Sample" and "Request a Bulk Quote" will appear as distinct buttons, not just text links, usually at A3.*
* **A3: Primary Action Buttons:** [ Button: Request a Sample ] [ Button: Request a Bulk Quote ]
* **A4: Language Selector:** [ Dropdown/Icon: EN ▾ (with country flags) ]

**B. Hero Section (Above the Fold - The Grand Entrance)**

[ Large, Full-Width, High-Quality Background Image/Video ]

* **B1: Headline:** [ Large, bold, compelling text: e.g., "Sourcing the World's Finest Coffee & Spices for Global Businesses" ]
  + *Psychology: Evokes a sense of quality, scale, and direct address to B2B.*
* **B2: Sub-Headline/Value Prop:** [ Concise text: e.g., "Ethically Sourced. Expertly Processed. Delivered with Trust." ]
  + *Psychology: Quick benefits, addresses key B2B concerns.*
* **B3: Prominent Call-to-Action Buttons:**
  + [ High-Contrast Button: Request Your Sample Kit ]
  + [ Secondary Button (outline/less dominant): Get a Bulk Quote ]
  + *Psychology: Clear pathways, offering both low- and high-commitment options upfront.*

**C. Trust & Authority Bar (Directly below Hero)**

[ Thin, full-width strip with subtle background color ]

* **C1: Key Certifications / Trust Signals:** [ Logo: HACCP ] [ Logo: ISO ] [ Logo: Organic ] [ Logo: Fair Trade (if applicable) ] [ Logo: FSSAI ]
  + *Psychology: Immediate social proof and credibility. Reduces perceived risk.*
* **C2: Short Tagline:** [ e.g., "Ensuring Global Standards in Every Shipment" ]

**D. Product Categories Overview (The "What We Offer")**

[ Section Title: Our Premium Range ]

* **D1: Category Cards / Blocks (e.g., 2-3 columns):**
  + [ Image: High-quality Coffee beans ] [ Title: Premium Coffee ] [ Short Description: Exquisite Arabica & Robusta varieties. ] [ Link: Explore Coffee ]
  + [ Image: Vibrant Spices ] [ Title: Aromatic Spices ] [ Short Description: Authentic spices, globally sourced. ] [ Link: Explore Spices ]
  + *Psychology: Visually appealing, easy to digest, directs users to their specific interest (Hick's Law).*

**E. Why Choose Us / Unique Value Proposition (The "Why Buy From Us")**

[ Section Title: Your Trusted Export Partner ]

* **E1: Feature Blocks (3-4 columns/rows):**
  + [ Icon: Leaf ] [ Title: Sustainable Sourcing ] [ Short Paragraph: Our commitment to ethical practices... ]
  + [ Icon: Magnifying Glass ] [ Title: Uncompromising Quality ] [ Short Paragraph: Rigorous checks from farm to port... ]
  + [ Icon: Globe/Ship ] [ Title: Global Logistics ] [ Short Paragraph: Seamless shipping to your destination... ]
  + [ Icon: Handshake ] [ Title: Dedicated Support ] [ Short Paragraph: Personalized service for every client... ]
  + *Psychology: Highlights benefits, addresses pain points, builds rational trust.*

**F. Call to Action / Lead Capture (Reinforce Conversion)**

[ Section Title: Ready to Elevate Your Sourcing? ]

* **F1: Sub-Headline:** [ e.g., "Connect with our export specialists today." ]
* **F2: Action Buttons (similar to Hero, but slightly smaller):**
  + [ Button: Request Your Sample ]
  + [ Button: Get a Custom Quote ]
  + *Psychology: Reinforces the main goal, provides another opportunity to convert for users who scrolled past the hero.*

**G. Latest Updates / Blog Snippets (Optional, but good for SEO/engagement)**

[ Section Title: Industry Insights ]

* **G1: Blog Post Cards (2-3):**
  + [ Image thumbnail ] [ Title ] [ Date ] [ Short Excerpt ] [ Read More Link ]
  + *Psychology: Builds thought leadership, signals an active company, encourages deeper engagement.*

**H. Global Footer (Always Visible)**

[ Dark/contrasting background ]

* **H1: Brand / Company Info:** [ Logo ] [ Short Blurb ] [ Address ] [ Phone ] [ Email ]
* **H2: Quick Links:** [ About Us | Quality | Logistics | Contact | Blog (if applicable) ]
* **H3: Legal Links:** [ Privacy Policy | Terms & Conditions ]
* **H4: Social Media Icons:** [ LinkedIn ] [ Twitter/X (if active) ]
* **H5: Copyright:** [ © YYYY Your Company Name ]

This wireframe provides a solid foundation. The next step would be to translate this into a visual design, choosing colors, typography, and imagery that align with your brand and effectively communicate quality and reliability.  
  
  
 **🚢 Compact Logistics & Shipping Wireframe**

**Goal:** Provide professional assurance and clarity on process, terms, and capabilities using minimal text.

**1. Header & Quick Contact**

| **Element** | **Content/Focus** | **Rationale** |
| --- | --- | --- |
| **L1: Page Title** | [ Large, bold: Global Export Logistics ] | Clear and professional title. |
| **L2: Value Prop** | [ Short Sentence: "Reliable, transparent, and compliant delivery to ports worldwide." ] | Sets the tone for competence and trustworthiness. |
| **L3: Direct CTA** | [ Prominent Button: Get a Bulk Quote ] | Captures the high-intent buyer who is now assured of your capabilities. |

**2. Export Process (The Assurance)**

This section shows you have a professional, repeatable system. Use icons and short labels for compactness.

* **L4: Section Title:** [ Title: Our 4-Step Export Process ]
* **L5: Visual Flowchart / Icon Blocks (Horizontal Layout):**
  1. [ Icon: Handshake ] **Order & Terms Finalized** (MOQ, Price, Incoterm Agreed).
  2. [ Icon: Magnifying Glass ] **Quality & Compliance Check** (Final QA, Certification Review).
  3. [ Icon: Shipping Document ] **Documentation & Customs** (Bill of Lading, Export Clearance).
  4. [ Icon: Destination Pin ] **Vessel Loading & Tracking** (Shipped to Destination Port).
  5. *Rationale: Highly scannable, manages expectations, and proves operational structure.*

**3. Incoterms & Freight Capability (The Technical Must-Haves)**

Use a simple, two-column table to convey technical data efficiently.

* **L6: Section Title:** [ Title: Standard Trade Terms (Incoterms 2020) ]
* **L7: Incoterms Table (Compact):**

| **Incoterm** | **Responsibility Covered (By Us)** |
| --- | --- |
| **FOB** (Free On Board) | Delivery to vessel at Port of Loading + Export Customs. |
| **CIF** (Cost, Insurance, and Freight) | All costs up to Destination Port (excluding import duty). |
| **CFR** (Cost and Freight) | All costs up to Destination Port (excluding Insurance). |
| **EXW** (Ex Works) | Goods available at our warehouse. |

* **L8: Port Information:** [ Short List: Primary Ports of Loading: Chennai (INMAA), Mumbai (INBOM), Mundra (INMUN) ]
  + *Rationale: Provides specific, verifiable information needed by B2B logistics teams.*

**4. Payment & Financial Terms (The Risk Mitigator)**

* **L9: Section Title:** [ Title: Standard Payment Options ]
* **L10: Bulleted List:**
  + **T/T (Telegraphic Transfer):** Standard 30% advance, 70% against Bill of Lading copy.
  + **L/C (Letter of Credit):** Available for high-value contracts (e.g., $50,000+).
  + **DP/DA (Documents against Payment/Acceptance):** Available based on credit history with us.
  + *Rationale: Addresses the biggest financial risk factor in B2B trade instantly.*

**5. Tracking & Final Contact**

* **L11: Tracking Feature:** [ Small Input Field: Enter Tracking Number ] (Links to carrier's website).
  + *Rationale: Offers self-service and reduces post-sale support inquiries.*
* **L12: Final Block:** [ Question: Have a complex logistics request? ]
* **L13: Direct Contact:** [ Button: Contact Our Logistics Manager ]
  + *Rationale: Funnels complex questions to the right internal team.*

**🛡️ Ultimate Certifications Page Wireframe**

This wireframe utilizes a two-column layout for the core content to keep the explanation visible alongside the rotating certification detail.

**1. Header Section: Static Trust & Navigation Jump Points**

| **Element** | **Content/Focus** | **Rationale** |
| --- | --- | --- |
| **CP1: Page Title (H1)** | **Global Quality & Certifications: Our Guarantee** | Clear, authoritative heading. |
| **CP2: Sub-Headline** | "We uphold the highest international safety and ethical standards to ensure a compliant, risk-free supply chain for your business." | Strong, buyer-focused value proposition. |
| **CP3: Logo Navigation Bar** | [ Row of your primary certification logos (e.g., HACCP, ISO 22000, FSSAI, Organic, Fair Trade, Star Export House) ] | **Critical Function:** Each logo is **clickable** and immediately jumps the slider (CP5) to that corresponding certification card. |

**2. Core Content Section: Dynamic Slider & Fixed Explanation**

This section uses a two-column layout. The left column controls the detail, and the right column provides the context.

**Left Column: The Certification Detail Slider**

* **CP4: Slider Title:** **Certification Details**
* **CP5: The Detailed Certification Slider (Visible Window)**
  + [ Large container displaying one certification card at a time. This card rotates automatically and upon clicking the logo in CP3. ]

| **Slider Card Content (Example: HACCP)** | **Rationale** |
| --- | --- |
| **A. Large Certification Logo** | [ Large, official HACCP Logo ] |
| **B. Certification Name (H3)** | **HACCP (Hazard Analysis and Critical Control Points)** |
| **C. Verification Detail** | **Audited by:** [Name of 3rd Party Auditor] |
| **D. Primary CTA** | [ \*\*Prominent Button:\*\* Download Certificate PDF ] |
| **E. Navigation:** [ < ] and [ > ] Arrows for manual rotation. | Allows for easy viewing of all certificates. |

**Right Column: Fixed Explanation Sidebar**

* **CP6: Fixed Sidebar Container**
  + **Sidebar Title (H3):** **What This Means for You**
  + **Explanation Content:** [ \*\*Dynamic Text Box\*\* that \*changes content\* to explain the certification currently displayed in the slider (CP5). ]
    - *If HACCP is showing:* **Headline:** Minimized Supply Chain Risk. **Text:** "This standard is your assurance that we have a documented, proactive system to control food safety hazards, guaranteeing compliance and reducing your risk of costly rejections or recalls."
    - *If Fair Trade is showing:* **Headline:** Ethical Sourcing. **Text:** "This ensures our beans/spices are sourced under fair terms, supporting sustainable livelihoods and environmental stewardship, satisfying your CSR objectives."

**3. Auditing & Verification (Third Party Proof)**

* **CP7: Section Title (H2):** **Independent Verification: Our Third-Party Auditors**
* **CP8: Auditor Logos:** [ Logos of your primary external auditing/inspection firms (e.g., SGS, Bureau Veritas, Eurofins) ]
  + *Rationale: Adds maximum credibility by showing external validation is continuous and rigorous.*
* **CP9: Trust Statement:** [ 1-2 sentences: "Our adherence to global standards is continuously verified by these world-class inspection bodies." ]

**4. Final Call-to-Action: Drive Engagement**

* **CP10: Section Title (H2):** **Ready to Proceed with Confidence?**
* **CP11: Prominent Dual CTA Buttons:**
  + [ \*\*Button:\*\* Request a Sample ]
  + [ \*\*Button:\*\* Get a Bulk Quote ]
  + *Rationale: Ensures that the high trust built on this page translates directly into a qualified lead.*

This wireframe gives you an advanced, compact, and highly functional Certification page that speaks directly to the needs of a B2B buyer.

**🫂 About Us Wireframe: New, Dynamic, and Trustworthy**

**Goal:** To establish genuinity and trust by highlighting the company's rigorous preparation and modern approach, keeping the page compact.

**1. Hero Section: The Authentic Introduction**

| **Element** | **Content/Focus** | **Rationale (Newcomer Advantage)** |
| --- | --- | --- |
| **A1: Page Title (H1)** | **Our Story: Driven by Knowledge, Built for Partnership** | Emphasizes learning, research, and forward-thinking partnership over historical legacy. |
| **A2: Core Value Proposition** | [ 2-3 sentence statement: "We are the new generation of exporters. Founded on \*\*deep research\*\* and a \*\*dynamic mindset\*\*, we bypass old hurdles to deliver transparent, compliant, and exceptional coffee and spices." ] | Directly addresses the "new" factor by framing it as a **strength** (modernity, agility). |
| **A3: Core Trust Bar** | [ Small, subtle row of your key logos: HACCP, ISO, FSSAI, Organic ] | Provides baseline, verifiable trust right at the top. |

**2. Section: Company Introduction (The Vision)**

* **A4: Section Title (H2):** **Our Vision: Setting a New Standard for Export**
* **A5: Narrative Block:** A concise, 3-paragraph explanation:
  1. **The Origin & Research:** Start by stating your journey from "**Level 0 to Industry Knowledge**." Detail the effort spent in market research, supply chain analysis, and learning best practices.
  2. **The Dynamic Advantage:** Explain your modern, agile approach (e.g., leveraging technology for faster logistics, focusing only on the highest-demand grades).
  3. **The Commitment:** Your promise to the buyer—you commit to being the most compliant, responsive, and reliable partner in the market.

**3. Section: Meet the Founder (The Genuinity & Drive)**

This section provides the human context, showing the passion and drive behind the company.

* **A6: Section Title (H2):** **The Drive: Meet Our Founder**
* **A7: Founder Profile (Compact, Two-Column Layout):**

| **Left Column** | **Right Column** | **Rationale** |
| --- | --- | --- |
| **Founder Photo:** [ High-quality, professional yet genuine headshot ] | **Name:** **[ Founder's Name ]** | **Genuinity:** A face and name build immediate rapport. |
|  | **Title:** Founder & Vision Lead |  |
|  | **Quote/Statement:** [ 2-3 lines of personal philosophy: "While we may be new, our dedication to client success and compliant sourcing is absolute. We built this company to be better, not just bigger." ] | **Trust:** Reassures the client that the business is driven by strong personal principles. |
|  | **Link:** [ Optional Button: Connect with [Name] on LinkedIn ] | **Transparency:** Encourages direct, human connection. |

**4. Section: Our Unwavering Values (The Belief System)**

This section reinforces your modern approach through defined principles.

* **A8: Section Title (H2):** **Our Guiding Principles**
* **A9: Values Layout (Horizontal Scroll/Slider or Two-Row Grid):** Use icons and **very short** descriptions.
  1. **Principle 1: Knowledge-First:** [ Icon: Lightbulb ] - Continuous learning and data-driven sourcing ensure market agility.
  2. **Principle 2: Absolute Compliance:** [ Icon: Checkmark Shield ] - We view compliance not as a requirement, but as a commitment to your brand safety.
  3. **Principle 3: Lean Partnership:** [ Icon: Two People ] - Minimal bureaucracy, maximum responsiveness, delivering tailored client service.

**5. Final Call-to-Action**

* **A10: Section Title (H2):** **Let Our Service Prove Our Expertise**
* **A11: Final CTA Block:**
  + [ Text: "Ready to work with a dedicated, forward-thinking partner?" ]
  + [ \*\*Button 1 (Primary):\*\* Request a Sample (Highest priority) ]
  + [ \*\*Button 2 (Secondary):\*\* Contact Our Team ]

This wireframe is **compact**, **non-lengthy**, and successfully frames your newness as a competitive advantage powered by **dynamic research** and a **genuine drive** for better service.