

Tech Ninjas Website Improvement Blueprint

Developer Implementation Guide

1. Navigation (Top Menu)

- 1 Home
- 2 Specialisms
- 3 Jobs
- 4 Hire Talent
- 5 About
- 6 Contact

2. Homepage Structure

- 1 Hero Section – Headline: Helping companies hire exceptional engineering and technology leadership talent.
- 2 Leadership Hiring – Highlight CTO, Head of Engineering, Head of Architecture roles.
- 3 Specialisms – Technology Leadership, Engineering & Platform, Product & Data.
- 4 Featured Opportunities – Example job cards linking to job pages.
- 5 Available Talent – Anonymised candidate examples.
- 6 Recruitment Approach – 5 step hiring process explanation.
- 7 Talent Evaluation – Technical depth, environment experience, leadership capability.
- 8 Typical Roles – Example hiring scenarios.
- 9 About Section – Founder background and expertise.
- 10 Call to Action – Hire Talent / Submit CV.

3. Colour & Design Direction

- 1 Use stronger visual contrast across sections.
- 2 Primary background: Dark grey / navy (e.g. #0F172A).
- 3 Accent colour: Teal (e.g. #14B8A6) for buttons, links and highlights.
- 4 Text: Light primary text (#F8FAFC) with muted secondary text (#94A3B8).

4. Image Direction

- 1 Replace generic stock images.
- 2 Use imagery showing engineering collaboration and technology leadership.
- 3 Avoid HR-style imagery such as handshakes or generic office photos.

5. Pages to Implement

- 1 Hire Talent Page – Overview of hiring support and contact form.

- 2 Jobs Page – Display roles as cards linking to job pages.
- 3 Individual Job Page – Job description, requirements, apply button and optional video.

6. Legal & Footer

- 1 Add Privacy Policy, Cookie Policy and Terms of Business.
- 2 Footer should include company details and contact email.

7. Development Process

- 1 All development must be completed on a staging version of the website.
- 2 Do not make changes directly on the live site until approved.
- 3 Ensure the site remains fast, mobile-friendly and easy to edit in WordPress.