



Elevating Realms of Possibility

Redefining the Essence of Retail

Private Label Innovation | Manchester, UK

CONTACT US

SCB Trading International

WEBSITE SPECIFICATION

Production website — live corporate presence for a private label trading company operating from Manchester, UK and Boca Raton, FL.

- LIVE PRODUCTION
- 100/100 MOBILE
- WCAG AA
- GLOBAL CDN

At a Glance

- **Business:** Private label trading company — kitchenware, toys, home goods, and textiles for retailers and wholesalers
- **Brands:** Zuhause and Luminacraft — in-house brands showcased with dedicated portfolio sections
- **Deployment:** Cloudflare Pages with global CDN, automatic SSL, and enterprise DDoS protection
- **Locations:** 83 Ducie Street, Manchester, UK and Boca Raton, Florida, USA
- **Scale:** Corporate landing page with hero, about, brands, products, employee portal, and contact sections
- **Performance:** 100/100/100/100 mobile Lighthouse scores — 213KB total page weight, zero external fonts

Page Sections

Full-Height Animated Hero

Scroll-triggered animations with company branding, tagline, and CTA. Elegant gold & white colour scheme.

About & Brands

Company story, founder information, and dedicated Zuhause & Luminacraft brand showcase sections.

Product Categories

Four product category cards: Kitchenware, Toys & Playthings, Home Goods, and Textiles.

Employee Portal

Fixed-position login button with modal overlay. Secure portal access for internal team members.

Live Performance Snapshot

Measured using Google Lighthouse on the live production site at scbtradinginternational.com. These are real-world scores — not simulated or cached results.

Desktop

Homepage



PERFORMANCE



ACCESSIBILITY



BEST PRACTICES



SEO

Metric	Desktop	Mobile
First Contentful Paint	0.2 s	0.8 s
Largest Contentful Paint	0.4 s	1.5 s
Total Blocking Time	0 ms	0 ms
Cumulative Layout Shift	0	0
Speed Index	0.8 s	1.4 s

Mobile (Google's Primary Index)



PERFORMANCE



ACCESSIBILITY



BEST PRACTICES



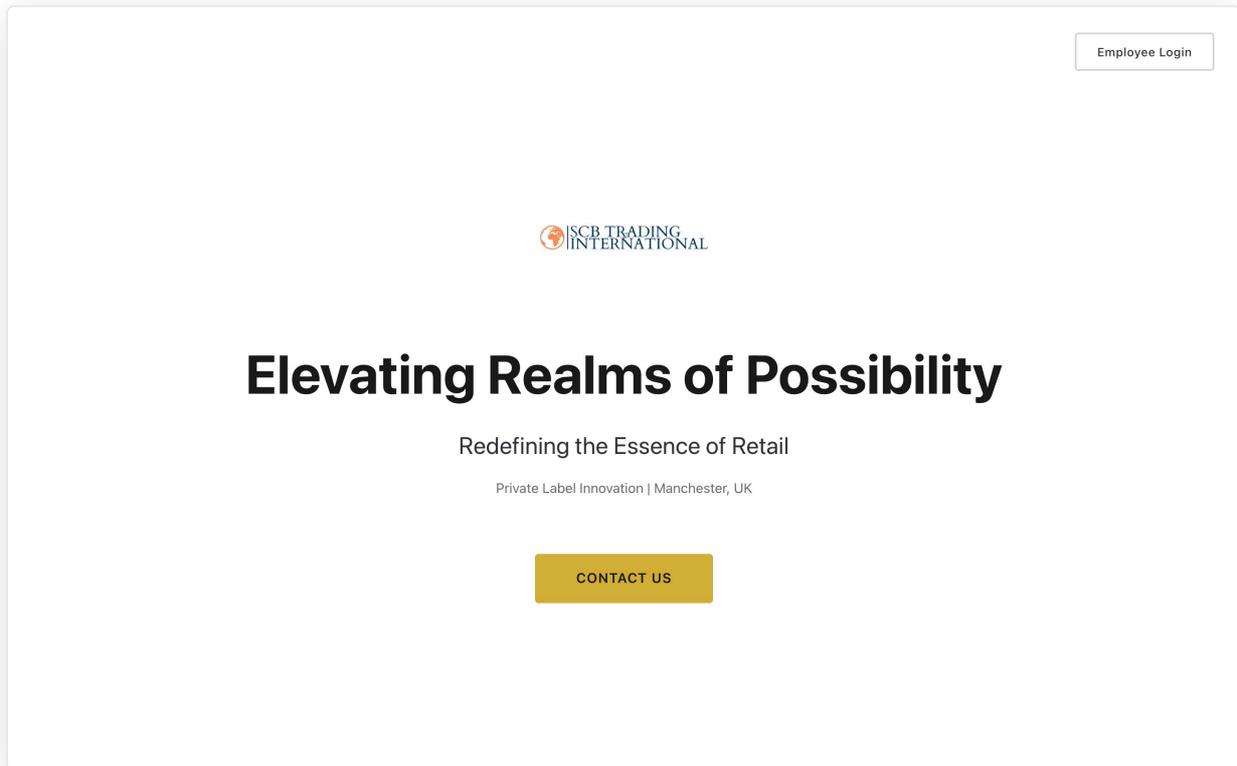
SEO

"Google uses mobile-first indexing. These are the scores that determine search ranking."

Scores measured 5 February 2026 using Lighthouse v12 via Chromium. Results may vary slightly based on network conditions and server load. Verify independently at pagespeed.web.dev.

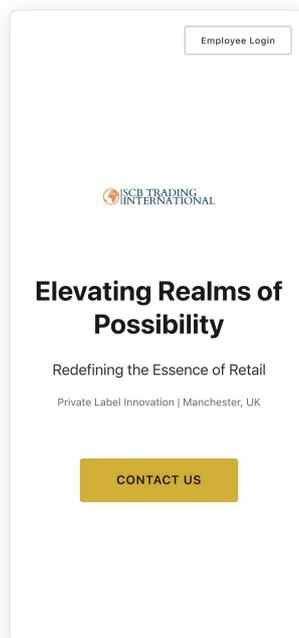
Visual Reference

Real screenshots from the live production site at scbtradinginternational.com.



Homepage — Full-height animated hero with gold & white corporate branding

Mobile Experience



Fully responsive mobile layout

Responsive across all devices. No content is hidden or degraded on smaller screens.

Technical Foundation

Purpose-Built Frontend

Framework-free HTML, CSS, and minimal vanilla JavaScript. 213KB total page weight — zero external fonts, system font stack throughout.

Edge-First Deployment

Cloudflare Pages with global CDN delivery. Enterprise DDoS protection and automatic SSL/TLS management.

GPU-Accelerated Animations

All animations use transform and opacity only. Scroll-triggered reveals via IntersectionObserver. Respects prefers-reduced-motion.

WCAG 2.1 Level AA

Full keyboard navigation, semantic HTML5, ARIA roles, focus trapping in modals, skip-to-content link, 4.5:1 contrast ratio.

Technology Stack

- **Front-End:** HTML5, CSS3, Vanilla JS
- **Images:** WebP with PNG/JPG fallback
- **Fonts:** System font stack (0 requests)
- **Hosting:** Cloudflare Pages (global CDN)
- **SSL:** Full strict TLS
- **Email:** Maileroo transactional

What's Included

Deliverables

- Full source code ownership
- Production-ready corporate landing page
- Employee login portal interface
- Privacy policy and terms pages
- Cookie consent management

Ongoing

- Cloudflare Pages hosting
- SSL certificate management
- Edge deployment across 300+ locations
- Performance monitoring
- Content updates and maintenance

Investment

A transparent breakdown of what's included and what it costs. No hidden fees, no surprise invoices, no scope creep.

Item	Monthly	Setup
Starter Plan (up to 5 pages)	£50	£0
Cloudflare CDN Hosting	Included	—
SSL Certificate	Included	—
2 Email Addresses	Included	—
Contact Form	Included	—
Basic SEO Optimisation	Included	—
Unlimited Updates	Included	—

Monthly

£50/month

Setup

£150

Setup fee waived during launch offer

What This Would Cost Elsewhere

Provider	Estimated Cost
DIY (Squarespace / Wix)	£300–600 + your time + domain
Local Freelancer	£1,500–3,000 upfront + £50–100/month
Web Agency	£3,000–6,000 upfront + £100–200/month

What's included in the monthly: Hosting, SSL, CDN, monitoring, maintenance, backups, email support, and ongoing performance optimisation.

UK prices include VAT. US prices include applicable state sales tax. Prices valid at time of document generation and subject to the scope described in this specification.

Investment — USD

A transparent breakdown of what's included and what it costs. No hidden fees, no surprise invoices, no scope creep.

Item	Monthly	Setup
Starter Plan (up to 5 pages)	\$65	\$0
Cloudflare CDN Hosting	Included	—
SSL Certificate	Included	—
2 Email Addresses	Included	—
Contact Form	Included	—
Basic SEO Optimisation	Included	—
Unlimited Updates	Included	—

Monthly

\$65/month

Setup

\$195

Setup fee waived during launch offer

What This Would Cost Elsewhere

Provider	Estimated Cost
DIY (Squarespace / Wix)	\$390–780 + your time + domain
Freelancer	\$1,950–3,900 upfront + \$65–130/month
Agency	\$3,900–7,800 upfront + \$130–260/month

What's included in the monthly: Hosting, SSL, CDN, monitoring, maintenance, backups, email support, and ongoing performance optimisation.

US prices include applicable state sales tax. Prices valid at time of document generation and subject to the scope described in this specification.

Next Steps

You've seen the live site. You've checked the scores. Here's what happens next.

Visit the Live Site

scbtradinginternational.com

Verify Performance

pagespeed.web.dev

Book a Walkthrough

Guided tour of features and customisation options

Request a Quote

Tailored to your requirements and timeline



Ready to talk?

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