nalu

COMPLETE CASE STUDY · 2026

SITE AND DASHBOARD

Alberto Alunni

First website in 2024, redesign in 2026: now Alberto publishes on his own.

Alberto Alunni forges sculptures in iron, stone and wood in his workshop in Pietralunga, in the hills of northern Umbria, and shows them in his showroom in Montone. In 2024 we built his first website; in 2026 we rebuilt it from scratch, with a dashboard so he can update it himself.



alunnialberto.com · online since October 29, 2026

naluwebagency.com

IN SHORT

The numbers *of the project.*

Desktop performance

100

OLD SITE ~~63~~

Lighthouse, before and after

Mobile performance

100

OLD SITE ~~49~~

top marks, on mobile too

Main content on mobile

1.0s

OLD SITE ~~2,2 s~~

Home page LCP

Mobile home page weight

556KB

OLD SITE ~~1.2 MB~~

from 40 to 18 requests

112 works in one catalogue, including the archive of sold pieces

97 exhibitions and events since 1999, grouped by year

3 languages with real pages: Italian, English and French

4 guided steps to publish an exhibition from the dashboard

CLIENT

Alberto Alunni, iron sculptor, Pietralunga (Perugia, Italy)

BUSINESS

One-of-a-kind sculptures, exhibitions, showroom in Montone

PLATFORM

2024: WordPress and Elementor · 2026: Astro and a custom dashboard

ONLINE SINCE

June 2024, redesign since 29 October 2026

SERVICES

Websites, Web app, SEO and content

OUR ROLE

First website in 2024 and redesign in 2026: planning, design, development of the site and the dashboard, content migration, three languages, SEO and launch, with the same point of contact from start to finish.

IN THIS DOCUMENT

01 Two versions · 02 Why rebuild it · 03 Before and after · 04 The key features · 05 The dashboard · 06 At a glance · 07 SEO and migration · 08 Results · 09 Behind the scenes

01 / TWO VERSIONS

One artist, *two websites.*

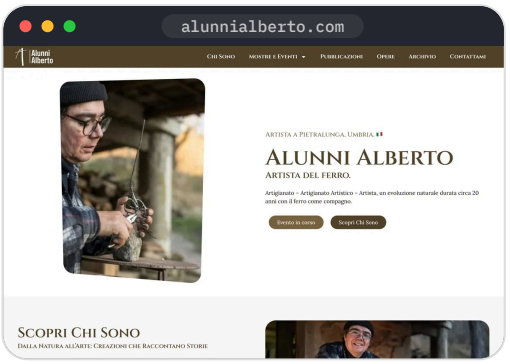
Alberto has worked with us since 2024. The first website gave him a home online; the redesign grew out of what two years of exhibitions, works and articles taught us.

June 2024 THE FIRST WEBSITE

Online, *with iron at its heart.*

The first goal was to tell who Alberto is and show his work: his story, his solo exhibitions, his works and a form to contact him and visit the showroom.

- WordPress with Elementor
- Pages for exhibitions, works and publications
- Archive of sold works
- English and French through machine translation



September 2026 THE REDESIGN

Rebuilt from scratch, *and in Alberto's hands.*

Same works, same photos, but reorganised: one archive per type, exhibitions linked to their works and catalogues, three languages written properly. And a dashboard Alberto uses to publish on his own, one step at a time.

- Static Astro website, no database
- Custom dashboard with guided steps
- Exhibition, works and catalogue linked together
- Real pages in Italian, English and French



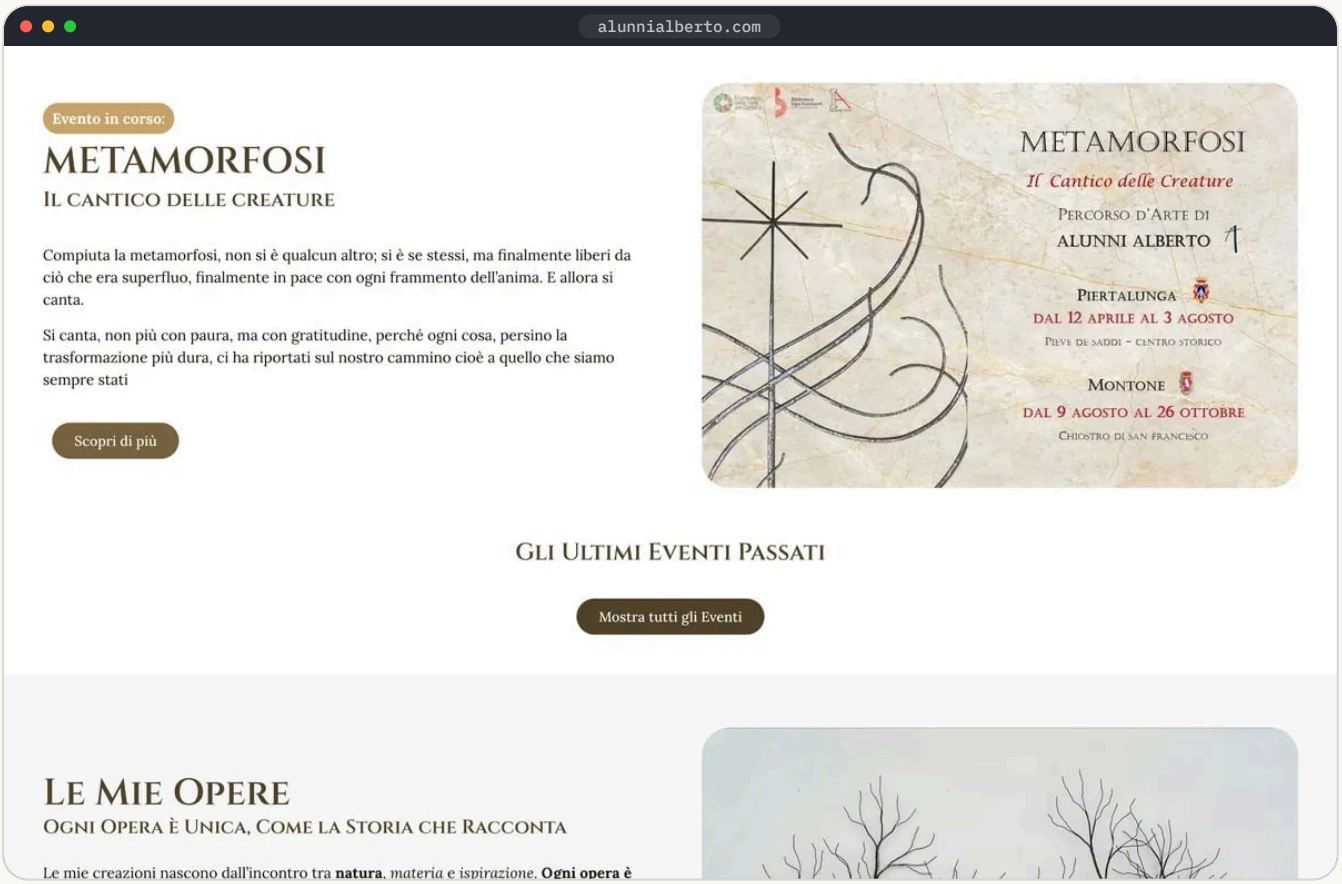
02 / WHY REBUILD IT

An archive *that grew too fast.*

- Updating it required Elementor
- Exhibitions repeated across pages
- Machine translation, no pages in English or French
- Performance 63 on desktop and 49 on mobile
- Works, exhibitions and catalogues not linked
- No structured data for exhibitions and works

In two years Alberto opened new exhibitions, got new press and sold many works. The 2024 website grew piece by piece: solo exhibitions in one place, “minor events” in another, publications repeating the same posters. Some exhibitions appeared twice, a few pages were still placeholders.

Underneath were WordPress and Elementor: adding an exhibition meant building the page by hand, which was hard without us. Translations were done on the fly by a plugin, so for Google the site existed only in Italian, even though Alberto’s works have travelled as far as Canada.



The 2024 website: each exhibition lived in several places on the site, to be updated one by one.

THE GOAL

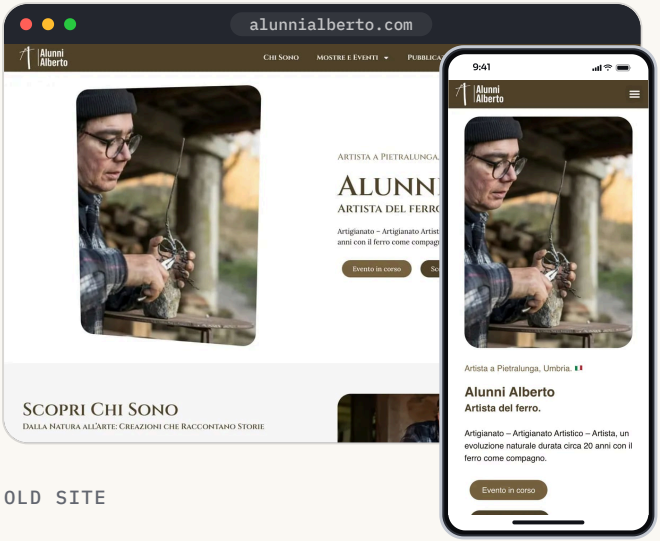
A website that does justice to iron, with the works at its heart and every exhibition linked to its works and catalogue. And one Alberto can update on his own, even from his phone, writing only in Italian.

03 / BEFORE AND AFTER

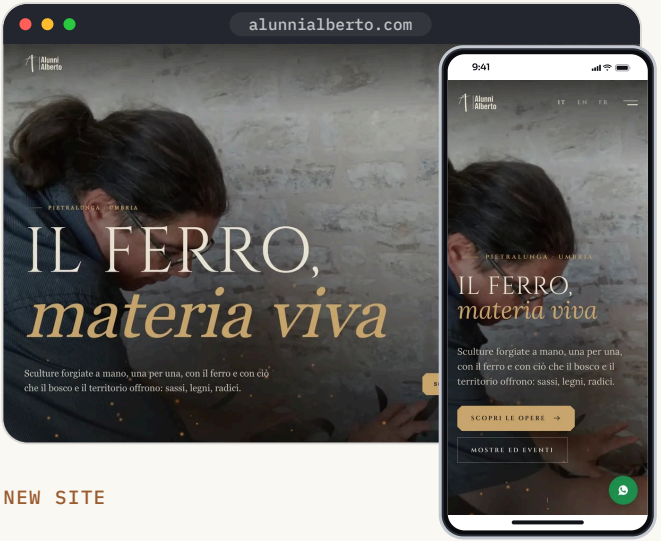
Four pages *compared.*

Home

Before, a framed photo and two buttons. Now Alberto at the forge, full screen, the next exhibition in the spotlight and his career in numbers: 27 years, 97 exhibitions and events, 112 works.



OLD SITE



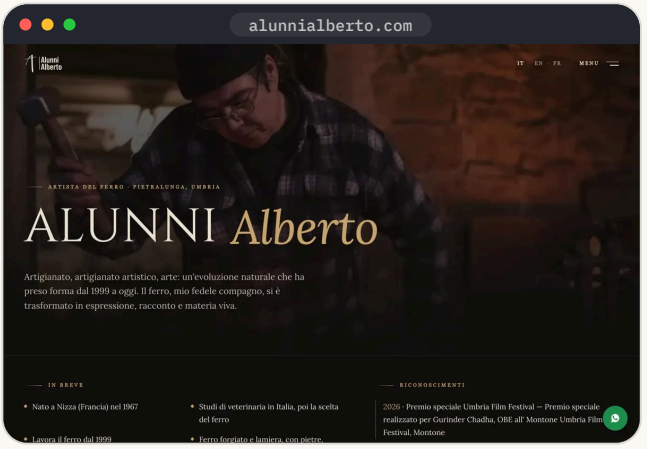
NEW SITE

About

A long text under the photo. Now an “At a glance” box with milestones and awards, then the story divided into chapters.



OLD SITE



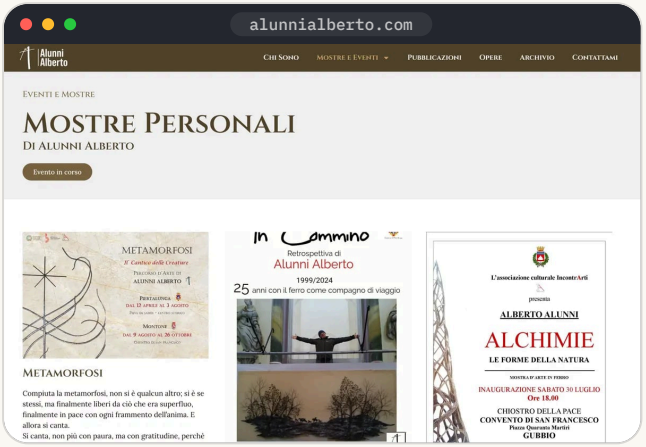
NEW SITE

03 / BEFORE AND AFTER

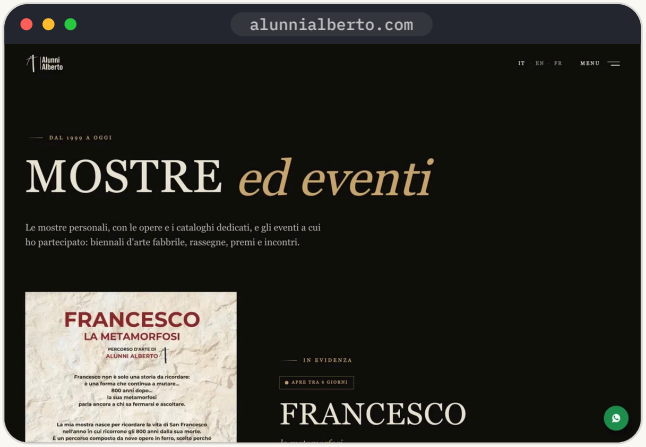
Before and after, *page by page.*

Exhibitions

Solo exhibitions in a grid of posters. Now the featured exhibition with its live status, then every exhibition and event since 1999, filterable by decade.



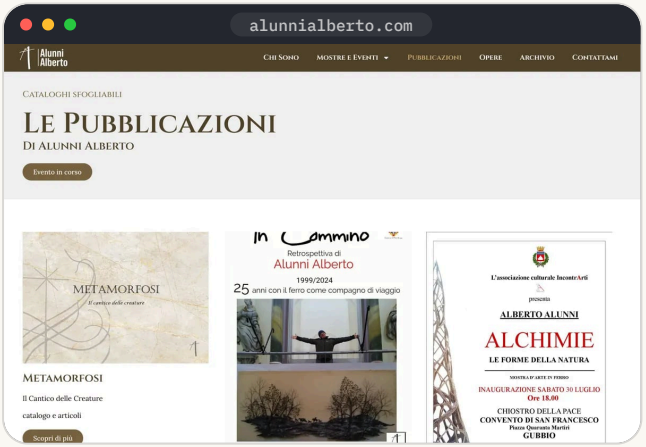
OLD SITE



NEW SITE

Publications

The page repeated the exhibition posters. Now there are flip-through catalogues, books, magazines and 51 newspaper articles in order of year.



OLD SITE



NEW SITE

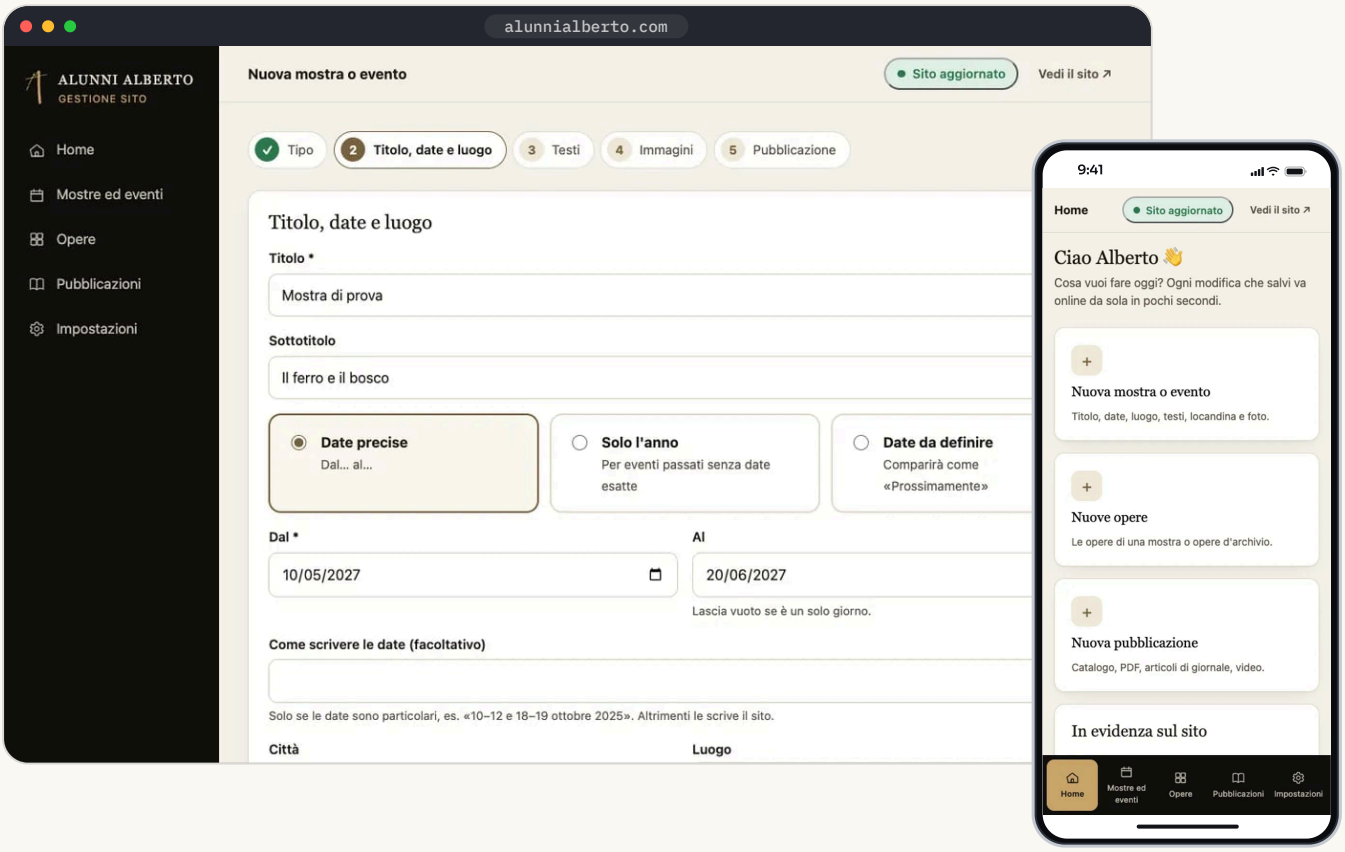
04 / THE KEY FEATURES · 01

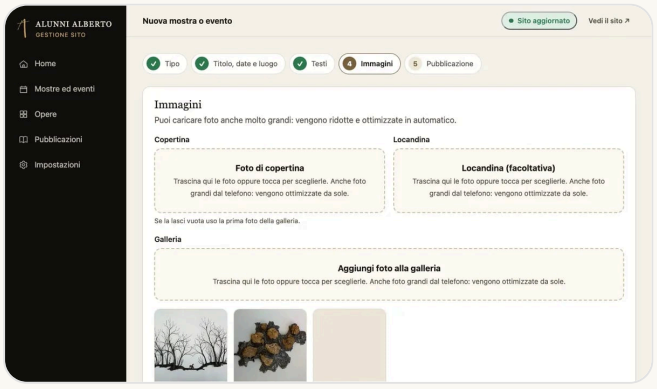
A new exhibition *in four steps.*

The dashboard is built for one person: Alberto. An exhibition is created one step at a time: title and dates, texts, photos and publishing. Once it's saved, the dashboard offers to add the works and then the catalogue; if Alberto answers "I'll do it later", he finds them in the "To complete" list.

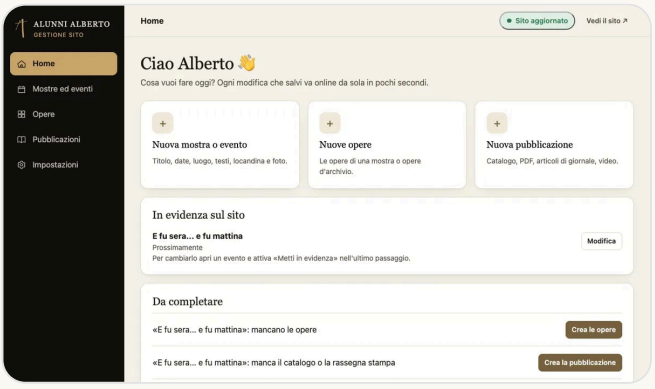
- Guided steps for exhibitions, works and publications
- Photos up to 15 MB or straight from a phone, resized and converted automatically
- He writes in Italian: English and French follow on their own

Title and dates → **texts and photos** → **exhibition live**





The photos step: cover, poster and gallery



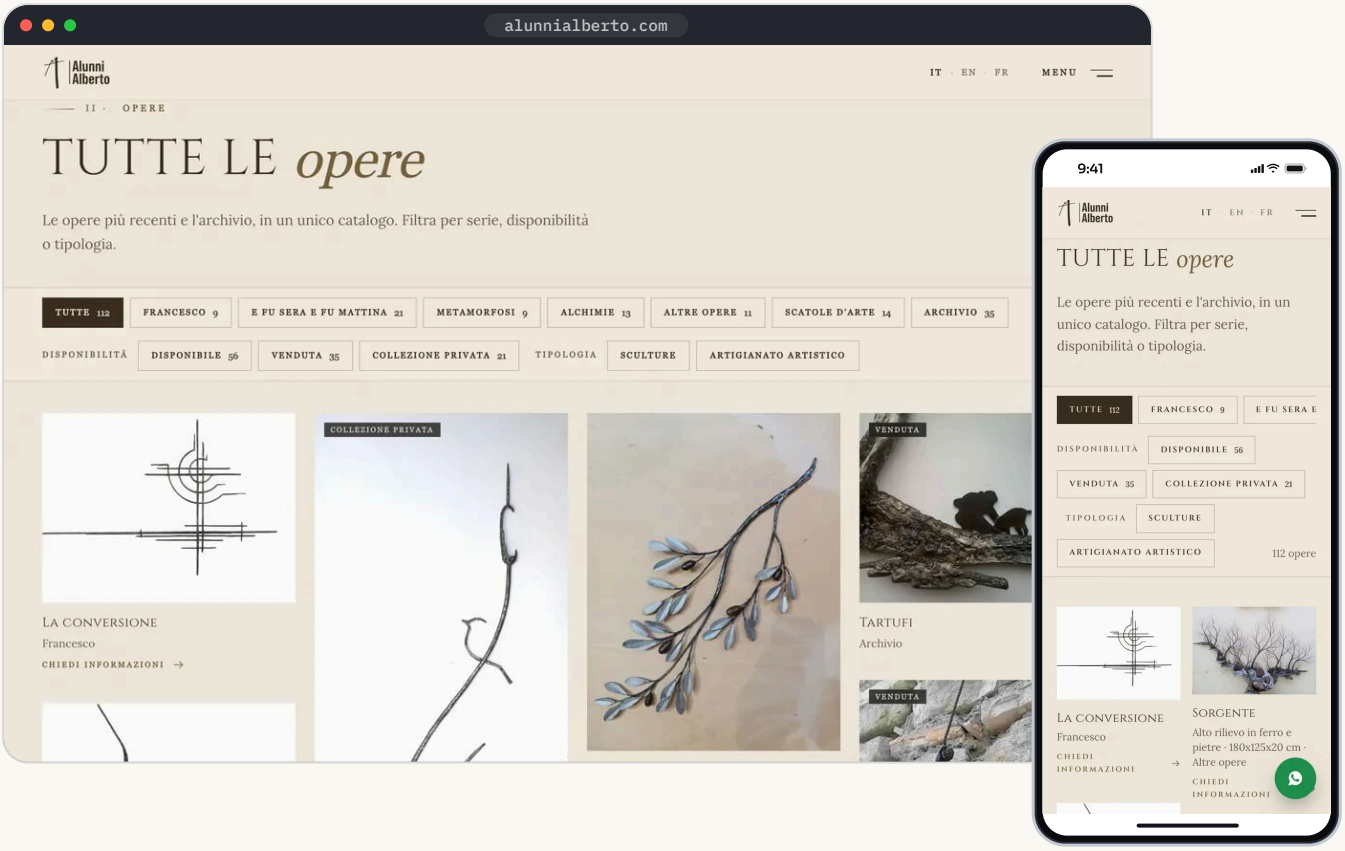
The dashboard home with the "To complete" list

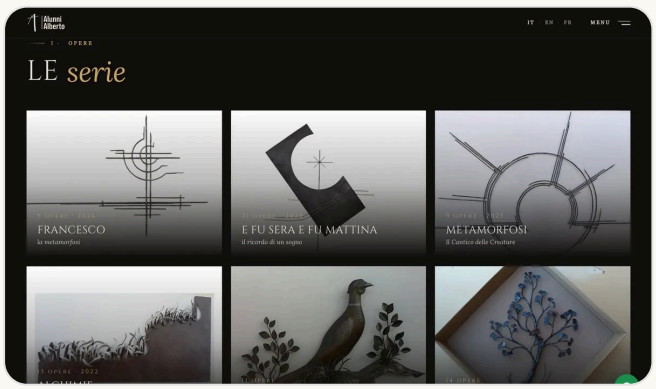
04 / THE KEY FEATURES · 02

A hundred and twelve works, *one catalogue.*

Recent series and the archive of sold works sit together, with filters by series, availability and type. Every work is one of a kind: “Ask for information” opens the form with the work already filled in.

- 7 series and 112 works, 56 still available
- Filters by series, availability and type, on a phone too
- “Ask for information” pre-fills the contact form





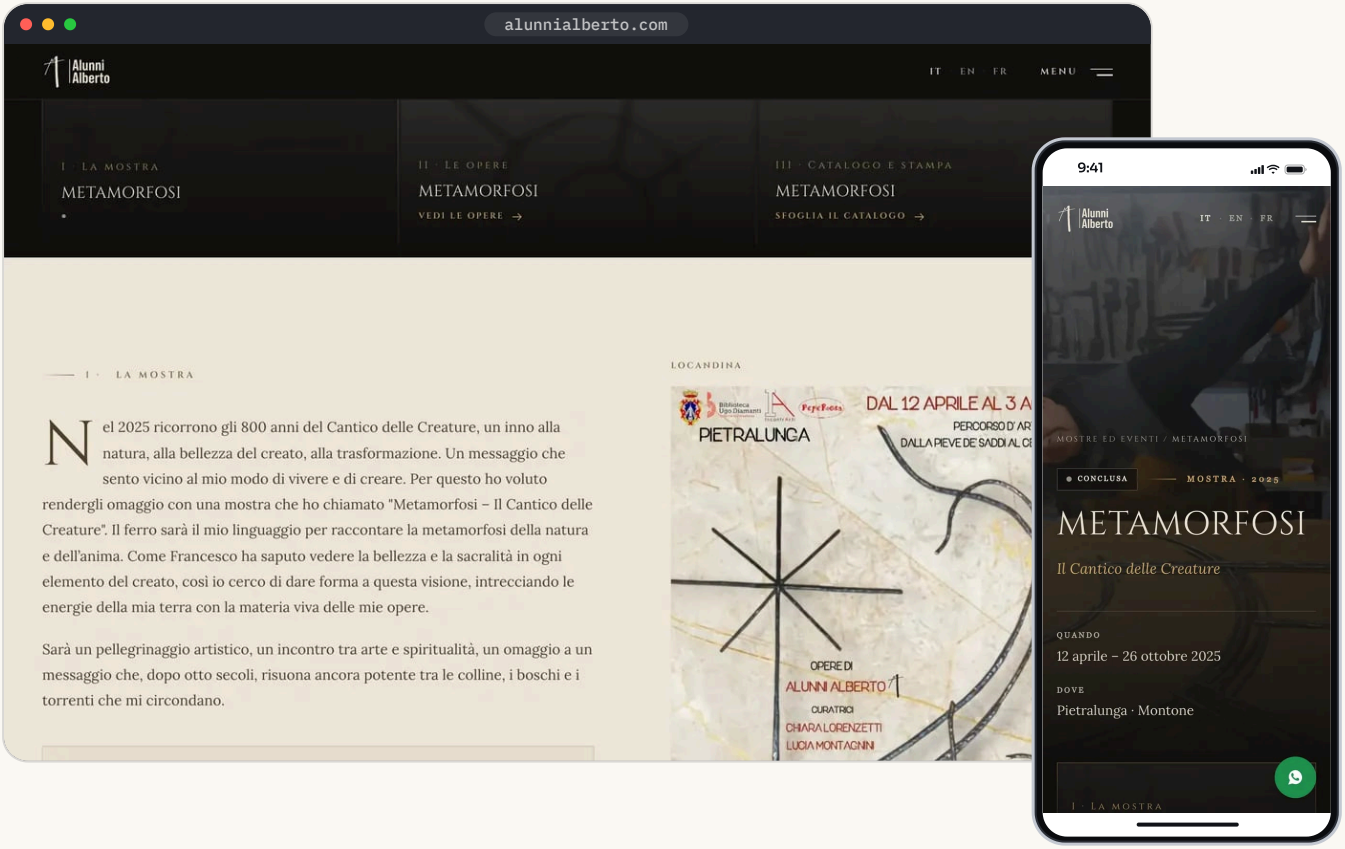
The series of works, from the latest to the archive

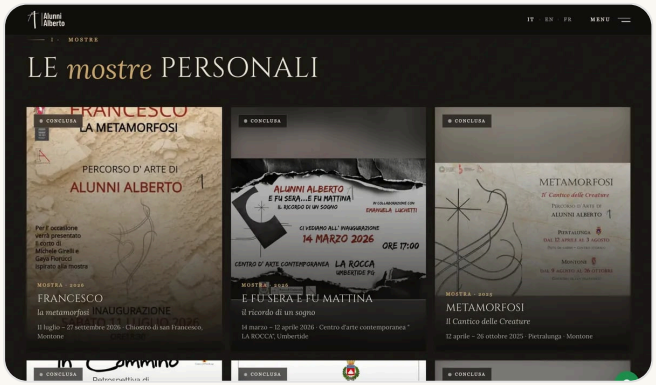
04 / THE KEY FEATURES · 03

Exhibition, works and catalogue, *always together.*

At the top of every exhibition are its three parts: the exhibition, the works on show and the catalogue. The dashboard keeps the links in both directions, and the status updates itself with the date: coming soon, on now, last days, closed.

- Exhibition, works and publication kept linked by the dashboard
- Status and countdown worked out every day
- A timeline of 97 exhibitions and events, filterable by decade





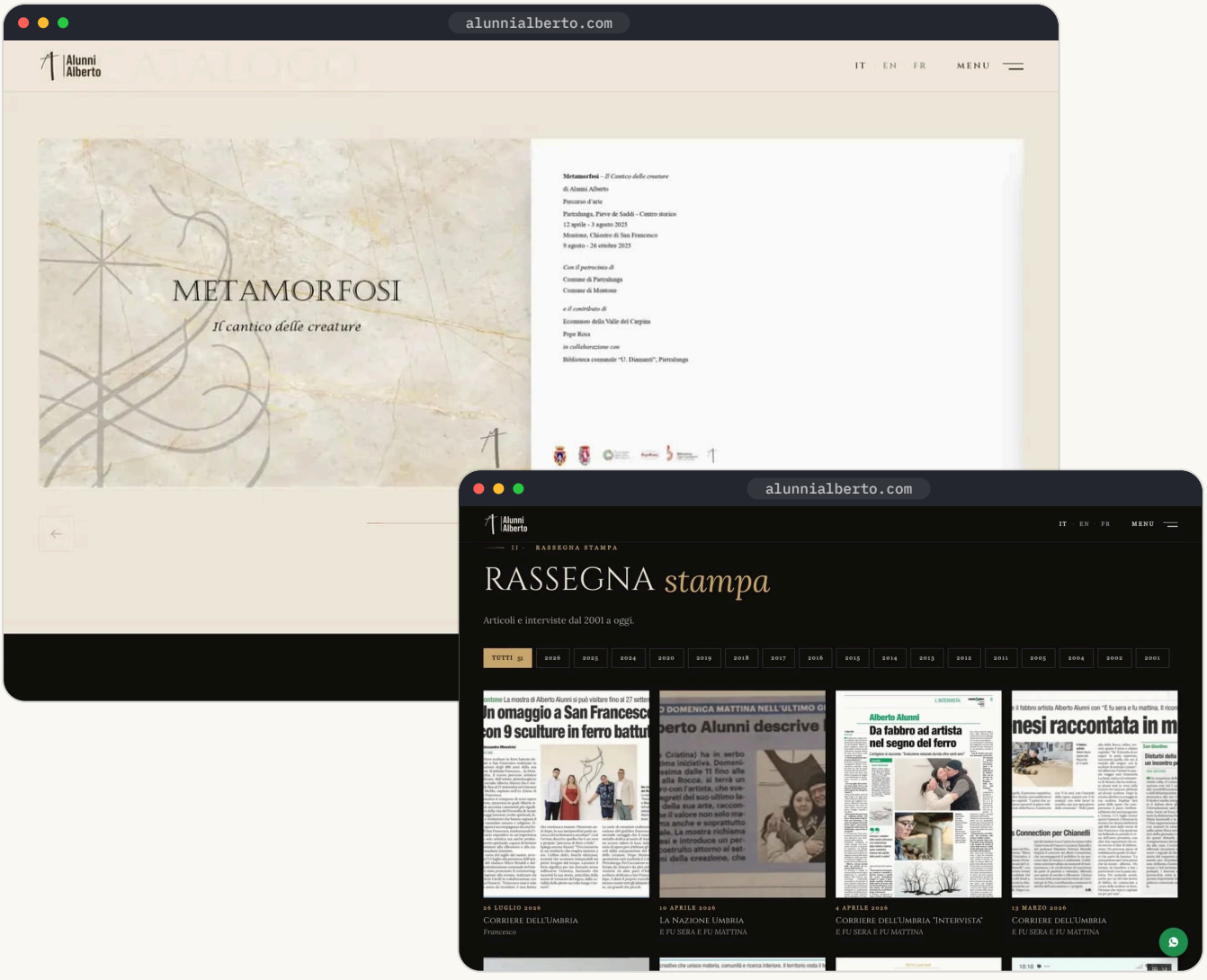
Solo exhibitions, latest first

04 / THE KEY FEATURES · 04

Catalogues *can be leafed through online.*

Exhibition catalogues can be leafed through as double-page spreads, like on paper, and downloaded as PDFs. The press section collects 51 articles from 2001 to today, filterable by year; articles about an exhibition also appear on its page.

- ✓ Double-page viewer and downloadable PDF
- ✓ 51 newspaper articles, filterable by year
- ✓ A catalogue can be put on sale with a single switch

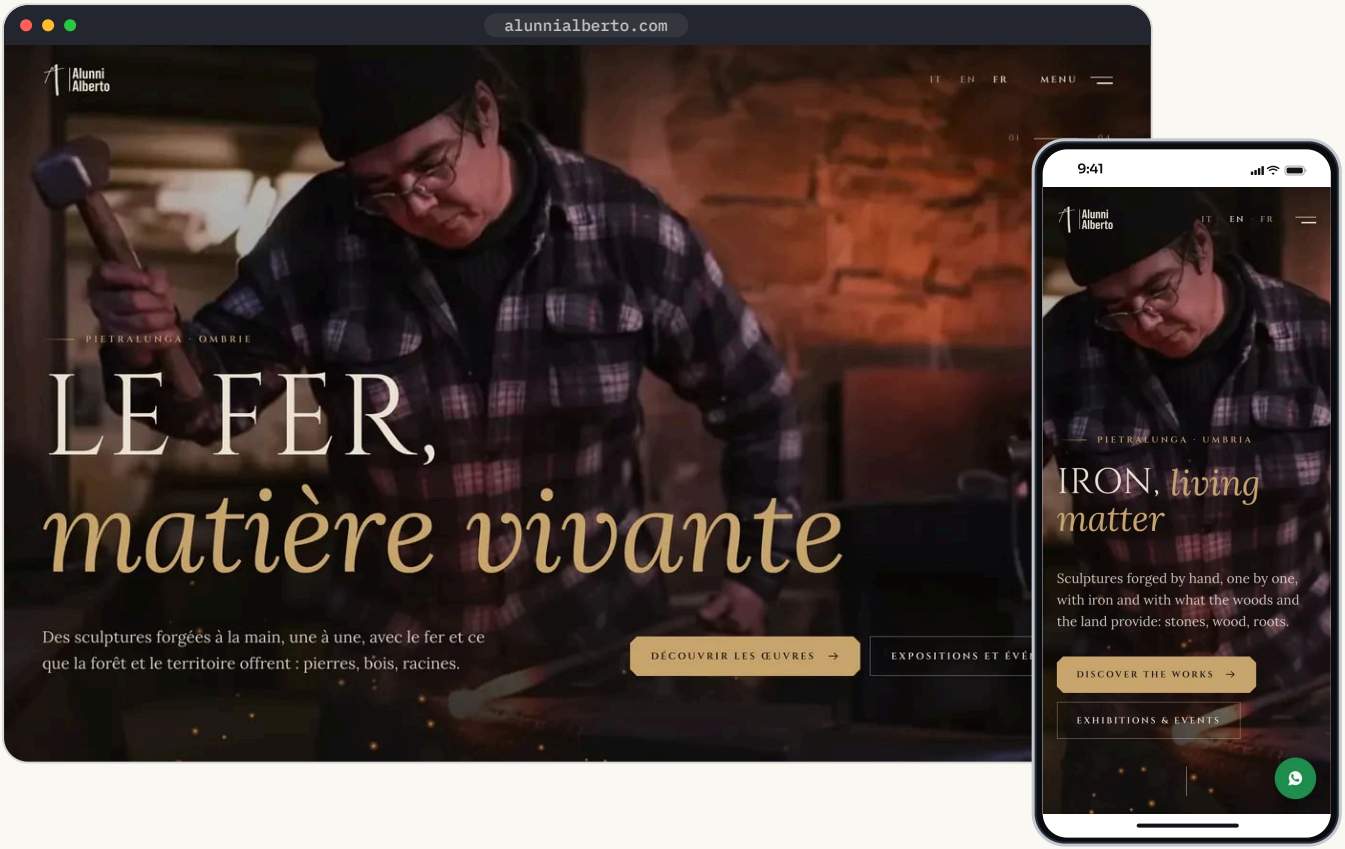


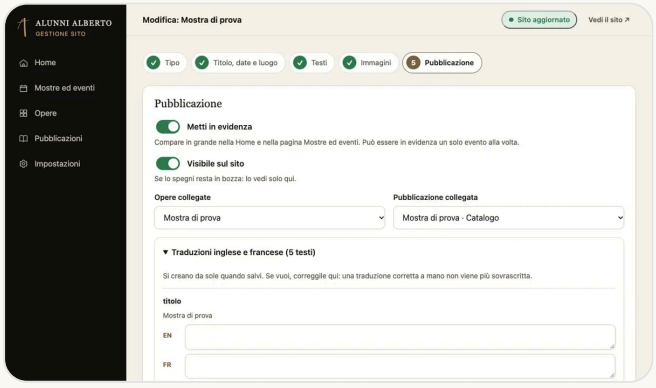
04 / THE KEY FEATURES · 05

Italian, English and French, *without rewriting a thing.*

Alberto writes only in Italian. When he saves, the dashboard translates into English and French and republishes the site; a translation corrected by hand is never overwritten. Each language has its own addresses, and Google knows which one to show.

- Automatic translations on save, editable by hand
- Translated addresses: /en/works/, /fr/oeuvres/
- Work titles stay the ones Alberto chose





In the dashboard, translations can be checked and corrected

05 / THE DASHBOARD

Publishing an exhibition *without calling anyone.*

What used to need us is now done by the dashboard. Alberto focuses on the works; the rest happens on its own.

Live in seconds
Every save republishes the site: nothing to upload, nothing to remember.

Translations on save
English and French update whenever the Italian changes.

Web-ready photos
Even from a phone: the dashboard rotates them, resizes them and saves them as WebP under 250 KB.

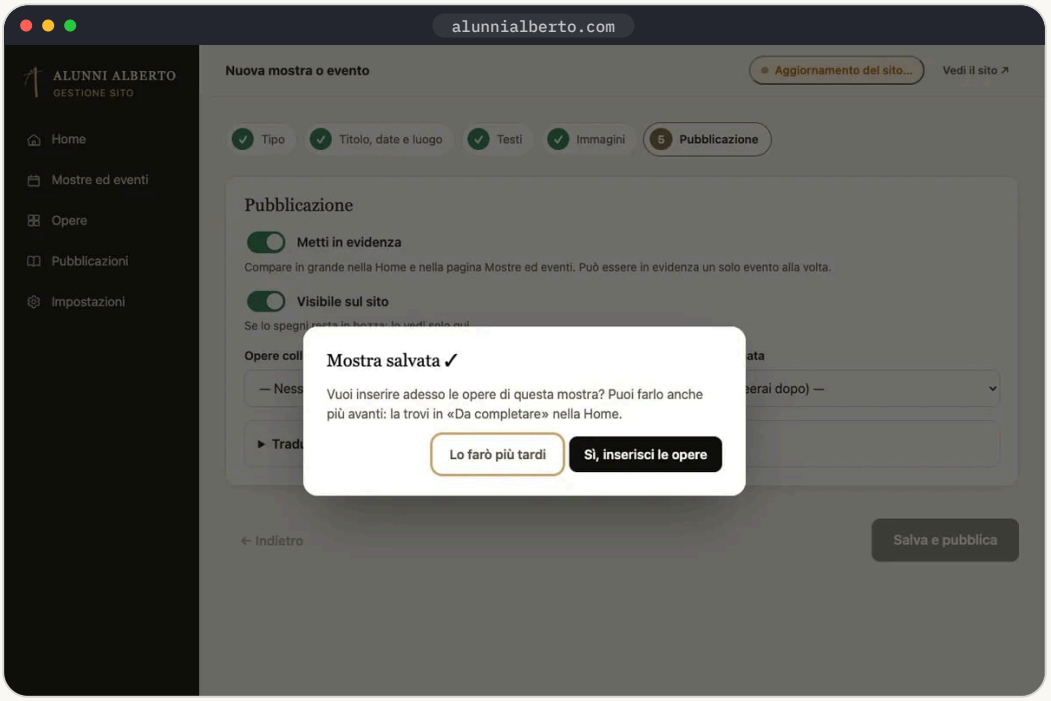
Automatic links
Linking a work to an exhibition updates the exhibition page too, and vice versa.

To complete
An exhibition without works or a catalogue stays on the list until it's done.

Twenty versions back
Every save keeps the last 20 versions; anything deleted goes to the bin.

Exhibition status
Coming soon, on now, last days, closed: it updates itself with the date.

Tidy enquiries
The form asks for the reason, the work and the day to visit the showroom.



As soon as an exhibition is saved, the dashboard offers to add its works straight away.

06 / AT A GLANCE

2024 e 2026, *point by point.*

AREA	OLD SITE	NEW SITE
Platform	✕ WordPress with Elementor and plugins	✓ Static Astro website and custom dashboard
Updates	✕ Pages built by hand in Elementor	✓ Guided steps, live in seconds
Speed	✕ Performance 63 on desktop and 49 on mobile, LCP 2.2 s on mobile	✓ Performance 100 and 100, LCP 0.4 s on desktop and 1.0 s on mobile
Weight	✕ Mobile home page of 1.2 MB, 40 requests	✓ Mobile home page of 556 KB, 18 requests
Languages	✕ Machine translation through a plugin	✓ Real pages in Italian, English and French
Exhibitions	✕ Solo exhibitions and “minor events” kept apart, some repeated	✓ A single archive since 1999, with status and filters
Works	✕ Series and archive on separate pages	✓ A catalogue of 112 works with filters
Publications	✕ A page that repeated the exhibitions	✓ Flip-through catalogues and press coverage by year
Data for Google	✕ Only generic page data	✓ Person, gallery, exhibitions, works, books and videos
Contact	✕ Generic form	✓ Reason, work, visit day and automatic reply

07 / SEO AND MIGRATION

Twenty-seven years of work, *finally in order.*

The move was also a tidy-up. We migrated all the content from the old WordPress, merged duplicate exhibitions, moved newspaper clippings into the press section and pointed every old address to the right new page.

2024
1
language seen by Google: Italian

2026
63
old addresses moved to the new pages with a 301

01 Content migrated
Exhibitions, works, articles and videos imported from the old site and checked one by one.

02 Duplicates merged
Four exhibitions that appeared twice now have a single page, with their press inside.

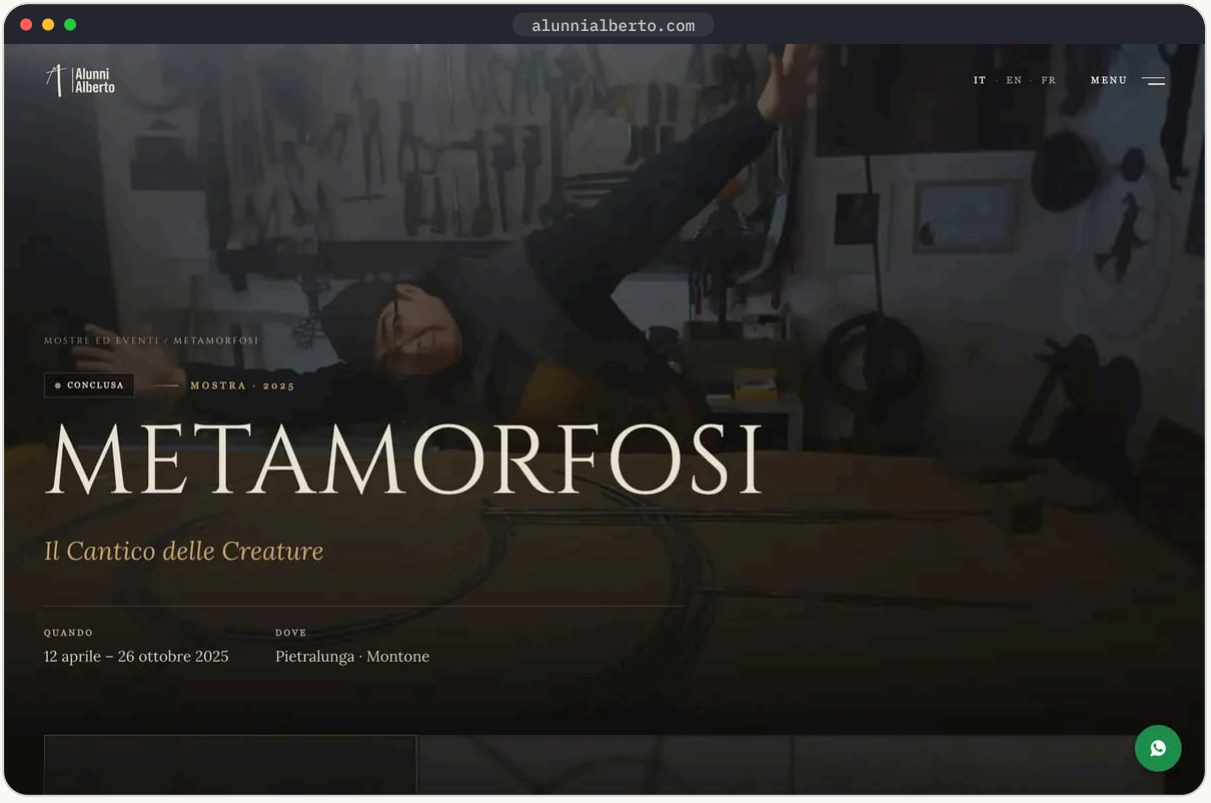
03 Old addresses
63 permanent 301 redirects to the new pages; WordPress's technical pages answer 410.

04 Structured data
Person, gallery, exhibitions as events, works, catalogues and videos, all linked together.

99
pages in the sitemap, in three languages

51
articles in the press section

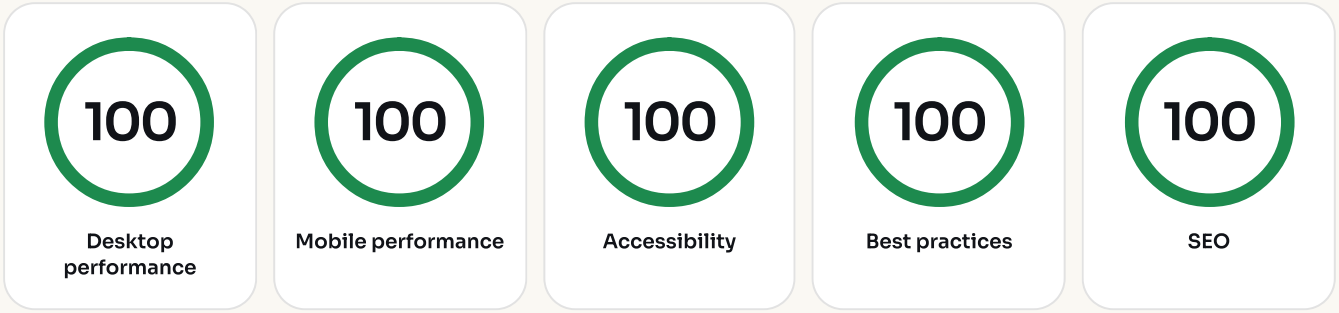
100
Lighthouse SEO score



Every exhibition has its own page with dates, venue and status: for Google it's an event, linked to the works and the catalogue.

08 / RESULTS

At launch, *in numbers.*



Lighthouse, 8 November 2026: best values measured on the home, exhibitions and events, and works pages, three runs per page.

Quality checked

- ✓ Accessibility, best practices and SEO at 100 on every page measured
- ✓ Stable layout while loading: CLS between 0 and 0.003
- ✓ Spam-protected form without a captcha, with a confirmation to the visitor
- ✓ Analytics and map only after consent, with a consent log

For the client

- ✓ Independence: exhibitions, works and catalogues are published from the dashboard, even from a phone.
- ✓ A 27-year archive, finally in order and linked together.
- ✓ Foreign visitors welcomed in their own language, without writing everything twice.

What we will measure

The new website has been live since 29 October 2026. Over the coming months we'll update this case study with form enquiries, visits from abroad and how many exhibitions Alberto has published on his own.

09 / BEHIND THE SCENES

The technical *details.*

Architecture

BASE	Static Astro with Tailwind CSS and TypeScript: the server delivers ready-made pages.
DASHBOARD	PHP and JavaScript, no database: content is stored as JSON files, with history and a bin.
PUBLISHING	On save, the dashboard builds the new site and publishes it within seconds on the same server.

Speed

IMAGES	WebP in three sizes, 250 KB at most each, loaded when needed.
FONTS	Cinzel and Lora served from the site, with tuned fallback fonts: no text jumping.
SERVER	Brotli compression and long caching for photos and static files.

Data and privacy

ANALYTICS	GA4 through Google Tag Manager with Consent Mode v2: without consent, nothing runs.
EXTERNAL CONTENT	Map and YouTube videos load only on click, with thumbnails stored on our own server.
STRUCTURED DATA	Person, ArtGallery, ExhibitionEvent, VisualArtwork, Book, VideoObject and FAQPage.

Languages

TRANSLATIONS	English and French via DeepL on save, manual corrections protected.
ADDRESSES	Sections with translated addresses, hreflang and x-default.

The 2024 website was updated by building pages by hand. The 2026 one separates content from design: Alberto fills in the fields, the site rebuilds itself and always stays consistent.

The desktop screenshots of the 2024 website are from 28 October 2026, shortly before the redesign went live; the mobile one comes from the June 2026 archive copy, which is missing the fonts and some images. The dashboard screenshots were taken with test data. Those of the new website are from 8 November 2026; the cookie banner is hidden only in the images. The old website's figures were measured before the rebuild, the new one's with Lighthouse on 8 November 2026.

THE NEXT PROJECT

Every brand has its own current. *Tell us yours.*

ciao@naluwebagency.com ↗

naluwebagency.com · Perugia, Italy · projects across Italy and abroad
The case study online, with scrollable screens: naluwebagency.com/en/work/alberto-alunni-iron-sculptor-website/

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