nalu

COMPLETE CASE STUDY · 2026

SITE AND DASHBOARD

Sofia Braccalenti

First website in 2025, redesign in 2026: an atlas to explore.

Sofia Braccalenti photographs wildlife and nature on her travels, from Umbria to Madagascar, and tells the story in an online diary. In 2025 we built her first website; in 2026 we rebuilt it from scratch, with an interactive atlas, a species index and a dashboard so she can update it herself.



sofiabraccalenti.com · online since November 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

1.2s

OLD SITE ~~2,7 s~~

Home page LCP

Mobile home page weight

781KB

OLD SITE ~~1.7 MB~~

from 40 to 18 requests

27 species in the index, each with its own profile

231 countries already on the map, with their regions

2 languages with real pages: Italian and English

100 accessibility, best practices and SEO on Lighthouse

CLIENT

Sofia Braccalenti, documentary photographer, Perugia (Italy)

BUSINESS

Wildlife photography and travel stories

PLATFORM

2025: WordPress, Elementor and plugin maps · 2026: Astro and a custom dashboard

ONLINE SINCE

May 2025, redesign since November 2026

SERVICES

Websites, Web app, SEO and content

OUR ROLE

First website in 2025 and redesign in 2026: planning, design, development of the site and the dashboard, atlas, species index, content migration, English, 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 languages · 08 Results · 09 Behind the scenes

01 / TWO VERSIONS

One photographer, *two websites.*

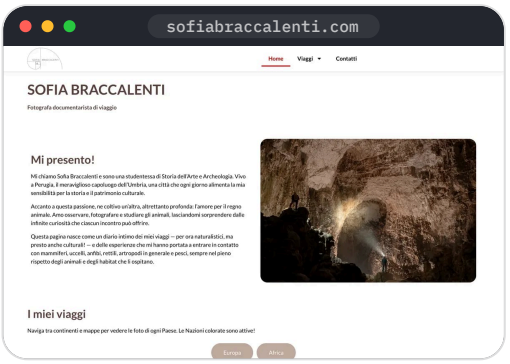
Sofia has worked with us since 2025. The first website opened her travel diary; the redesign grew out of what new trips, new photos and new species taught us.

May 2025 THE FIRST WEBSITE

Online, *with maps of her trips.*

The first goal was to tell Sofia's trips through her photos: a map to pick a country or region, and for each one a story with pictures of the animals she met.

- ✓ WordPress with Elementor
- ✓ Maps drawn with two different plugins
- ✓ A story for each country or region
- ✓ English through machine translation



November 2026 THE REDESIGN

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

Same stories, written by Sofia and copied word for word, but with an atlas you explore like a real map, a species index and a dashboard she uses to add countries, regions, photos and animals on her own.

- ✓ Static Astro website, no database
- ✓ An atlas with every country in the world
- ✓ A species index with 27 profiles
- ✓ Custom dashboard with guided steps



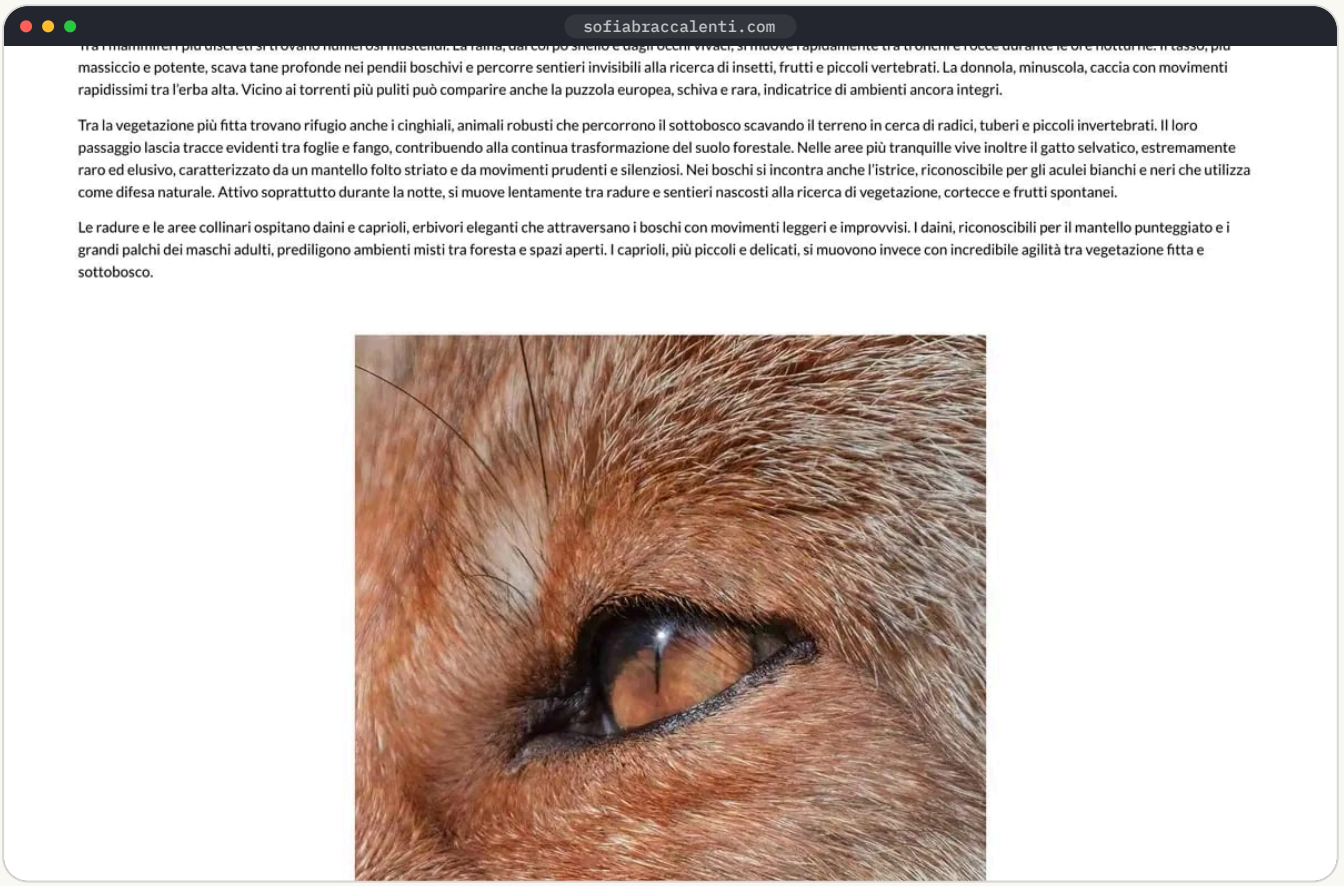
02 / WHY REBUILD IT

Hand-drawn maps *that couldn't grow.*

- Maps to draw by hand for every trip
- Two different map plugins
- No way to find the animals again
- English through machine translation
- Performance 63 on desktop and 49 on mobile
- Updating it required Elementor

The 2025 website told the trips with two different map plugins: every country and region had to be drawn and linked by hand. Adding a new trip meant redoing the map, and meanwhile the photos kept growing with no way to find the animals again.

Underneath were WordPress and Elementor, and English came from a machine-translation plugin: for Google the diary existed only in Italian. And on a phone the site was heavy.



The 2025 website: long stories, with text and photos stacked one under the other.

THE GOAL

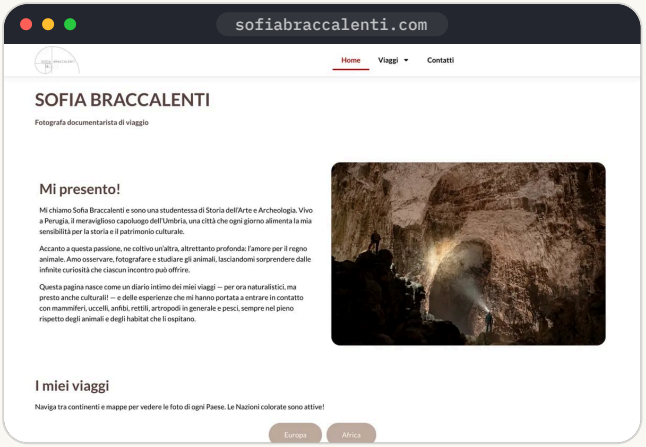
A travel diary with the photos at its heart, a map that grows with every new country, a simple way to find the animals again and a dashboard Sofia can use on her own, even from her phone.

03 / BEFORE AND AFTER

Four pages *compared.*

Home

Before, a title, a photo and a map of Europe. Now a full-screen bear, the diary in numbers and a world atlas to explore.



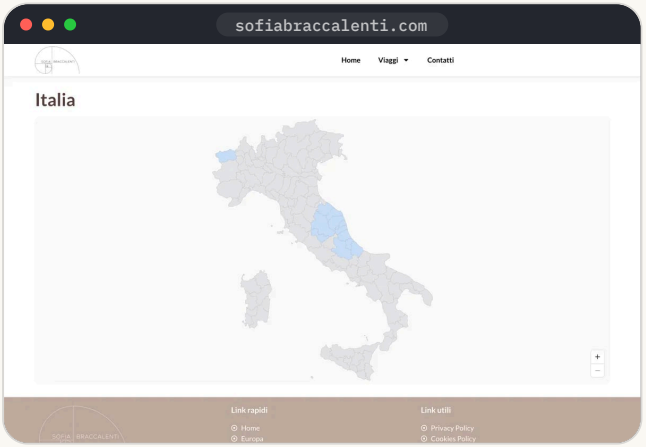
OLD SITE



NEW SITE

Country

Italy was a drawing with regions coloured by hand. Now it's a real map, with zoom and visited regions that colour themselves.



OLD SITE



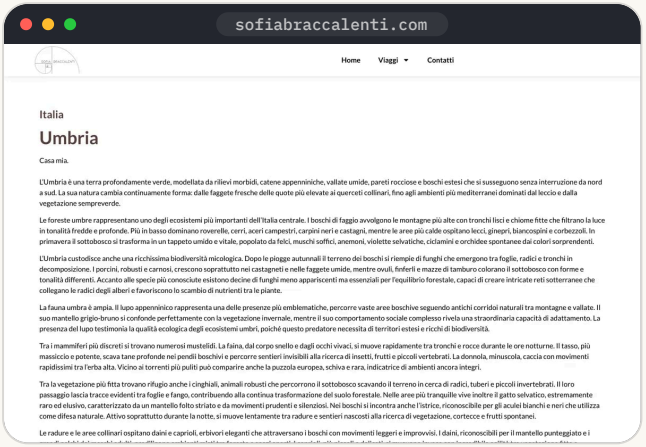
NEW SITE

03 / BEFORE AND AFTER

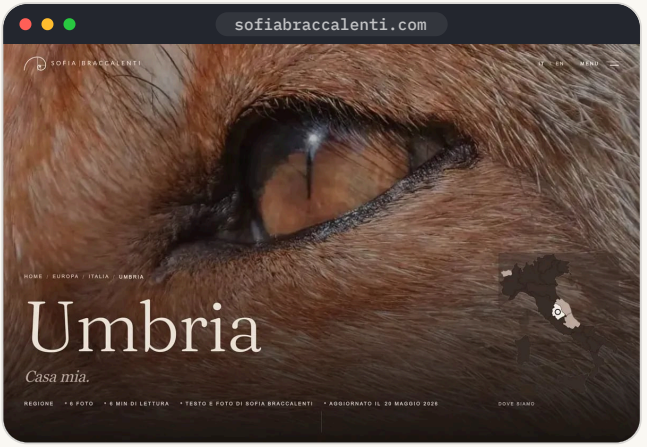
Before and after, *page by page.*

Story

Text and photos stacked one under the other. Now a full-screen cover, a chapter index and photos and text side by side.



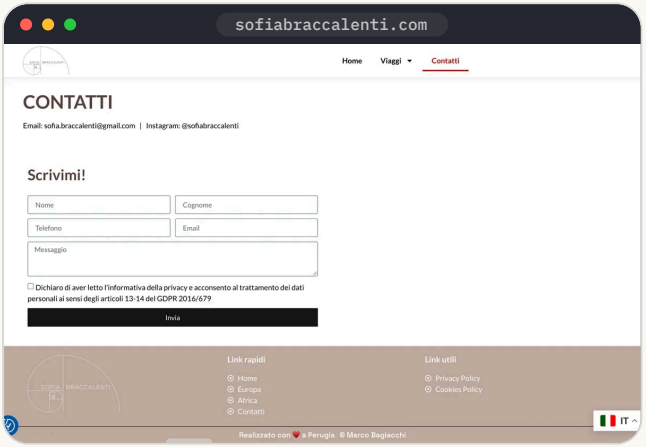
OLD SITE



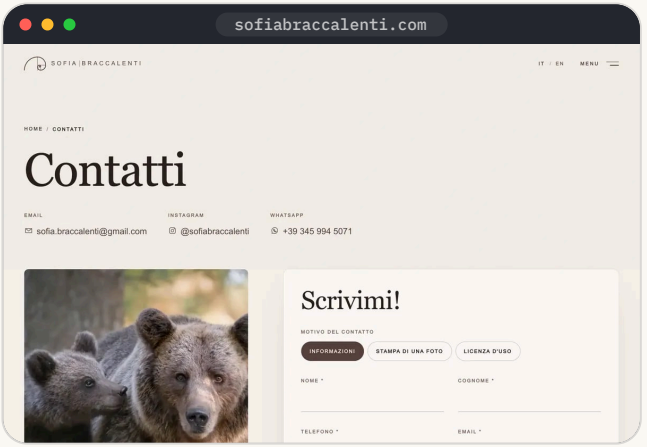
NEW SITE

Contact

A simple form. Now a request can also be about a print or a licence, with the photo already attached.



OLD SITE



NEW SITE

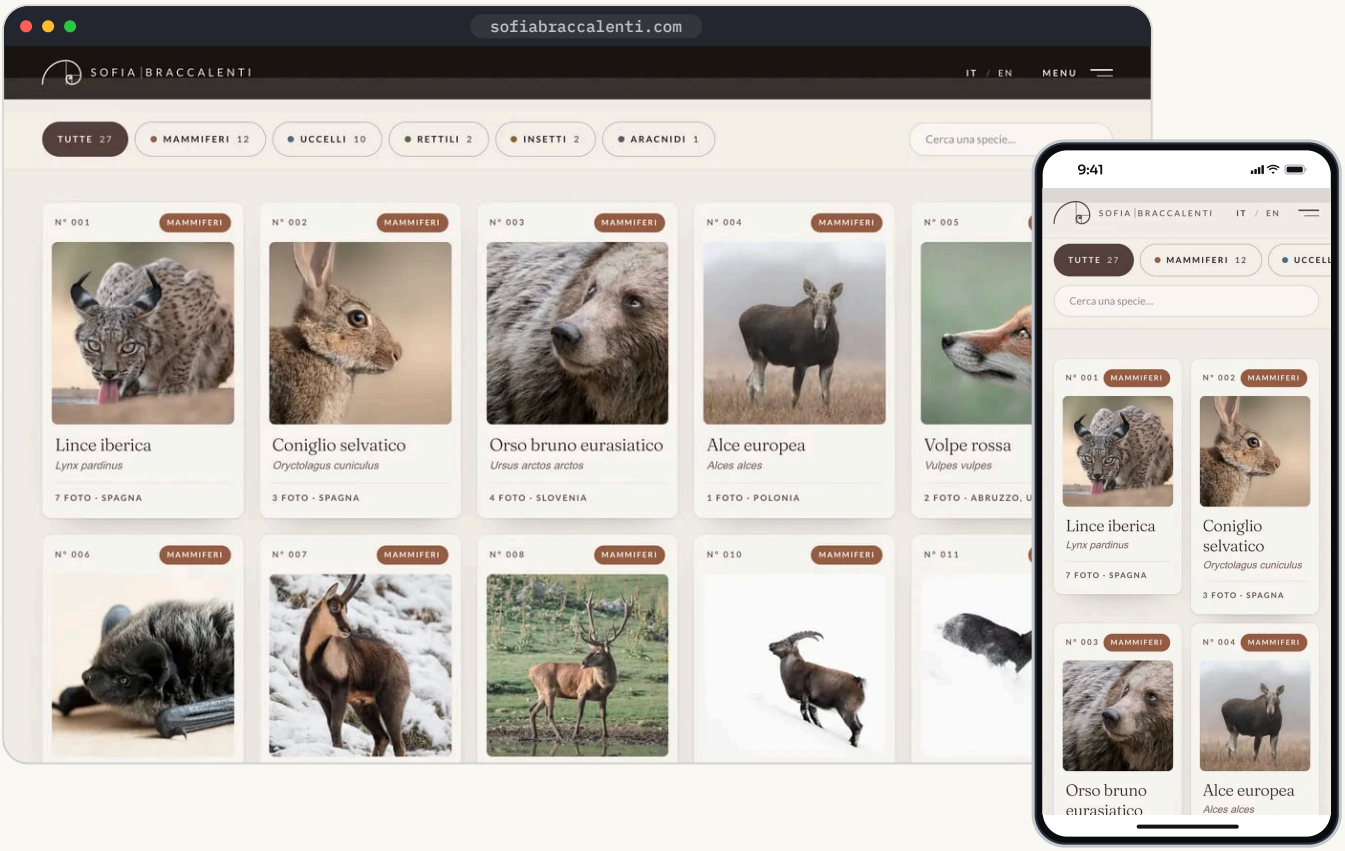
04 / THE KEY FEATURES · 01

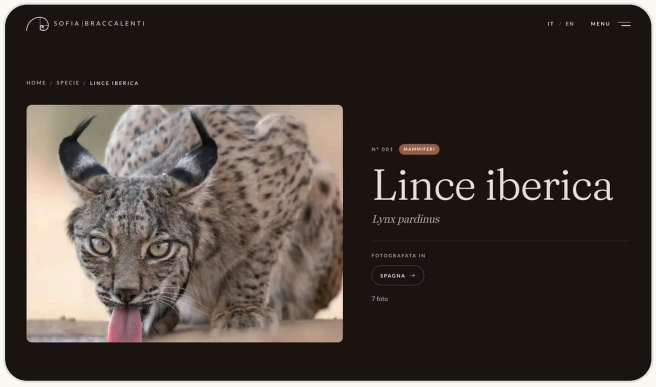
Every animal she met, *with its own number.*

Like a Pokédex: every species photographed has a number, a coloured group and a profile with its scientific name, all the photos and the places where Sofia met it. You can filter by group and search by name.

- ✓ 27 numbered species, from No. 001 onwards
- ✓ Filter by group and search by name
- ✓ A profile with scientific name, photos and places

N° 001 → Iberian lynx → Lynx pardinus





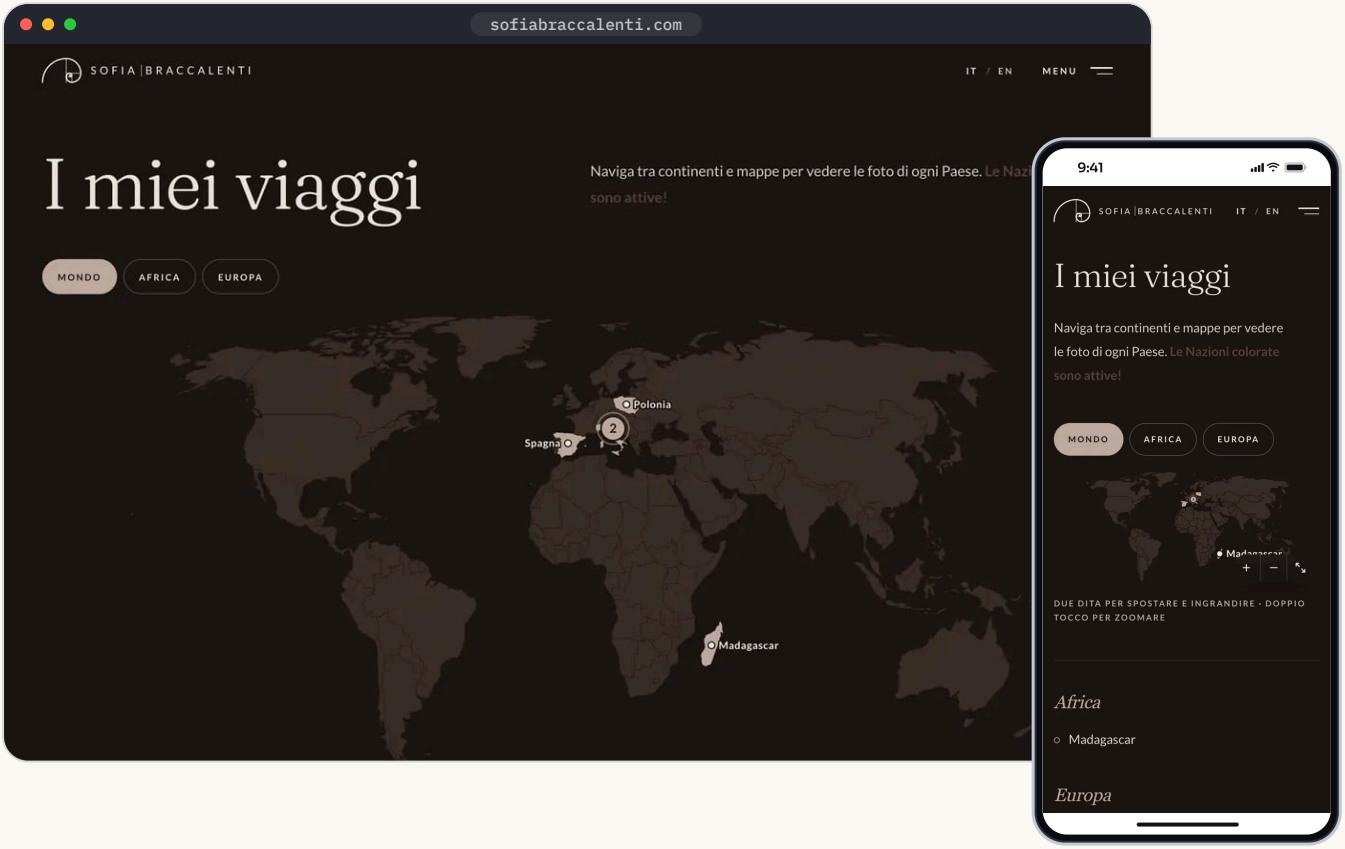
The Iberian lynx profile

04 / THE KEY FEATURES · 02

A real map, *not a drawing.*

The atlas starts from the whole world and is explored like a real map: drag, zoom, open a continent, then a country, then a region. Visited places colour themselves, and countries too close together group into a circle you can open.

- All 231 countries in the world, with their regions
- Zoom, dragging and marker clustering
- A new country colours itself as soon as it's published





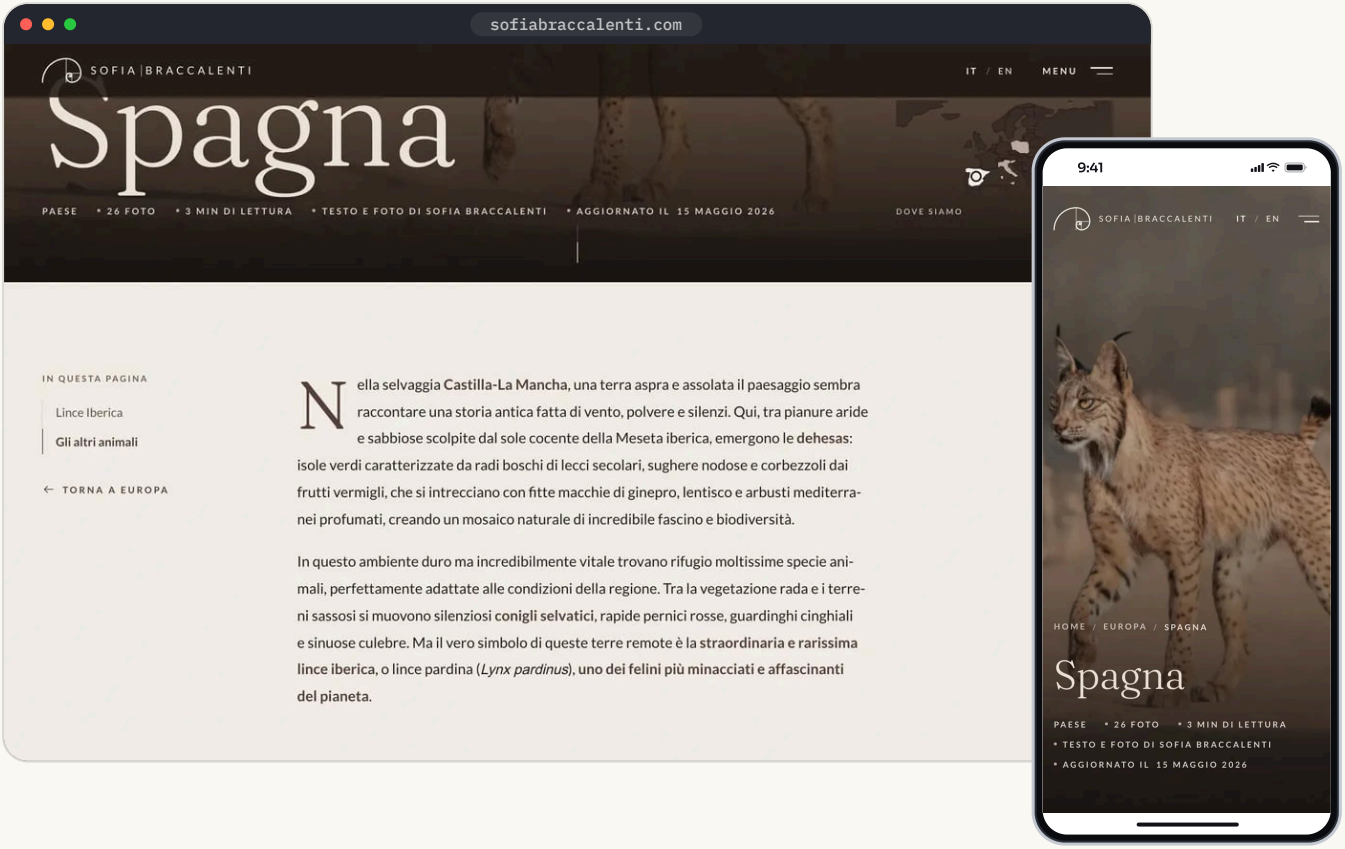
Italy with the regions visited

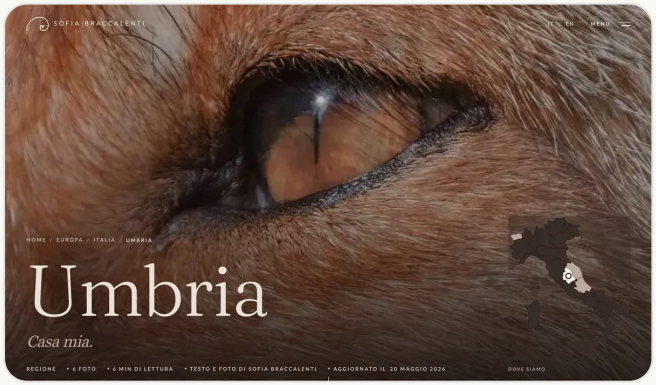
04 / THE KEY FEATURES · 03

Text and photos *that lay themselves out.*

Every trip is a story made of blocks: headings, text, photos, galleries and videos. The site lays them out on its own, alternating text and photos, arranging galleries as a mosaic and adding the chapter index and the next trip.

- Automatic layout of text, photos, galleries and videos
- A chapter index that follows your reading
- The species on the page, linked to their profiles





The cover of the Umbria story

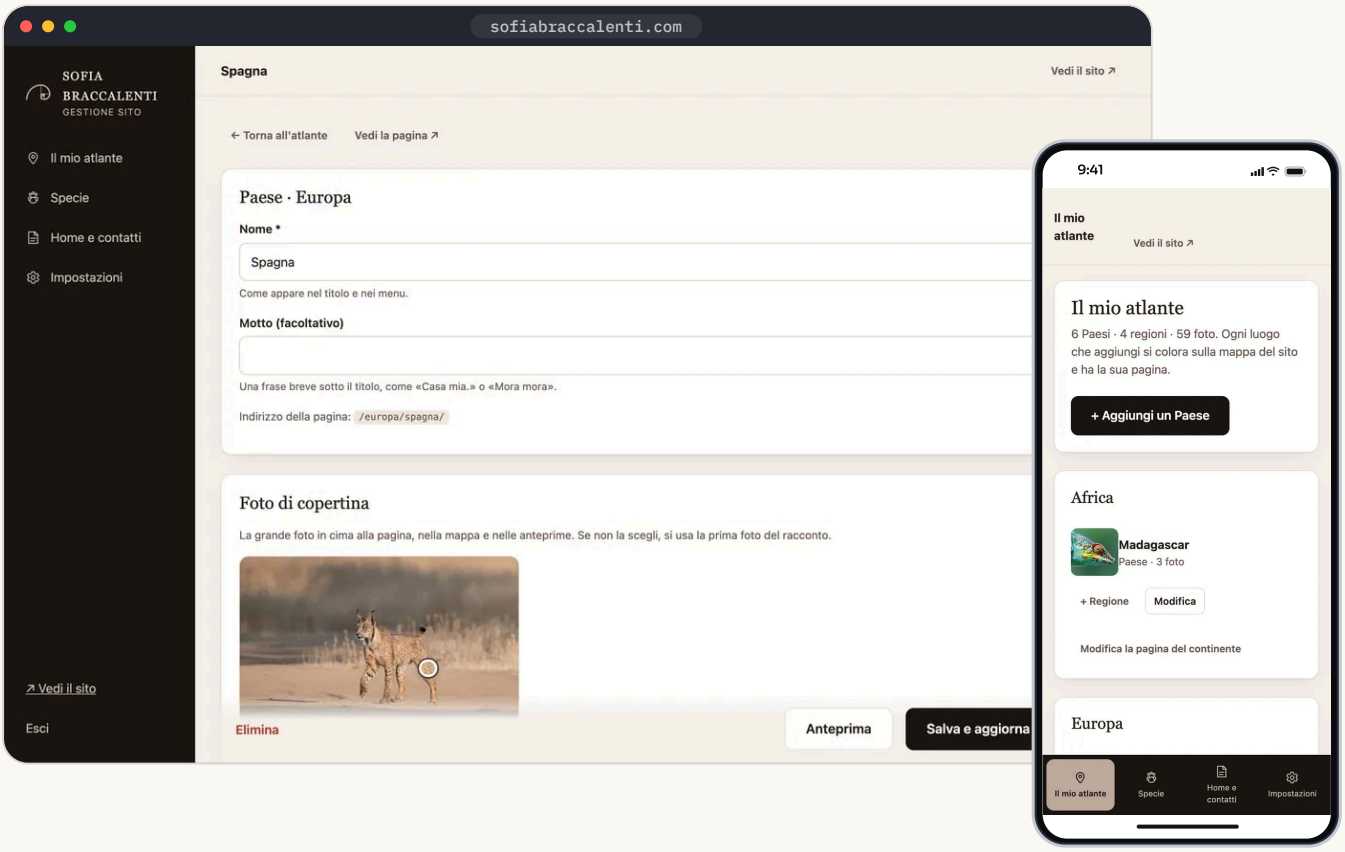
04 / THE KEY FEATURES · 04

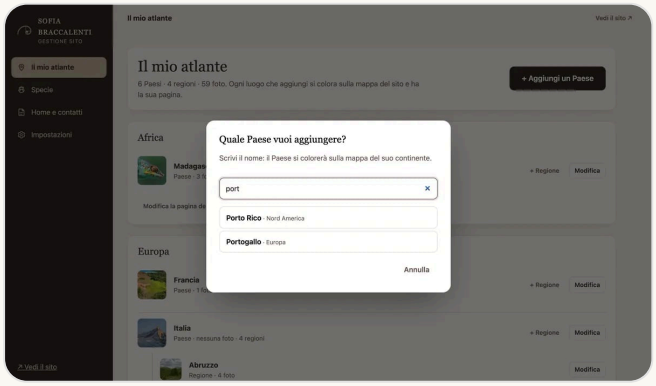
A new trip *in a few steps.*

Sofia searches for the country by name, picks regions from the official list, writes the story in blocks and uploads photos, even 20 MB files and from her phone. Under each photo she names the species: if it's new, the dashboard adds it to the index with the next number.

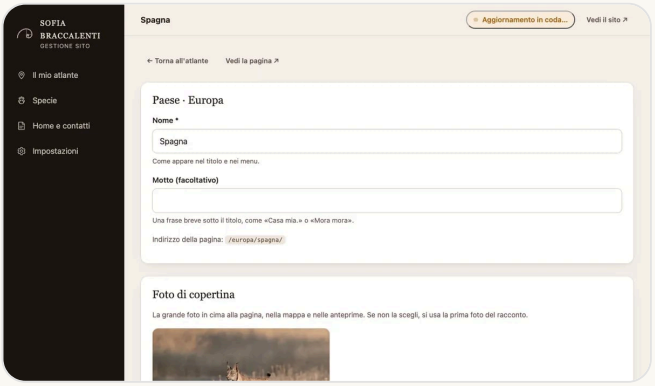
- ✓ Every country in the world, searched by name
- ✓ Photos shrunk in the browser before upload
- ✓ New species added to the index with their number

Country → **story and photos** → **live**





Adding a country: search by name



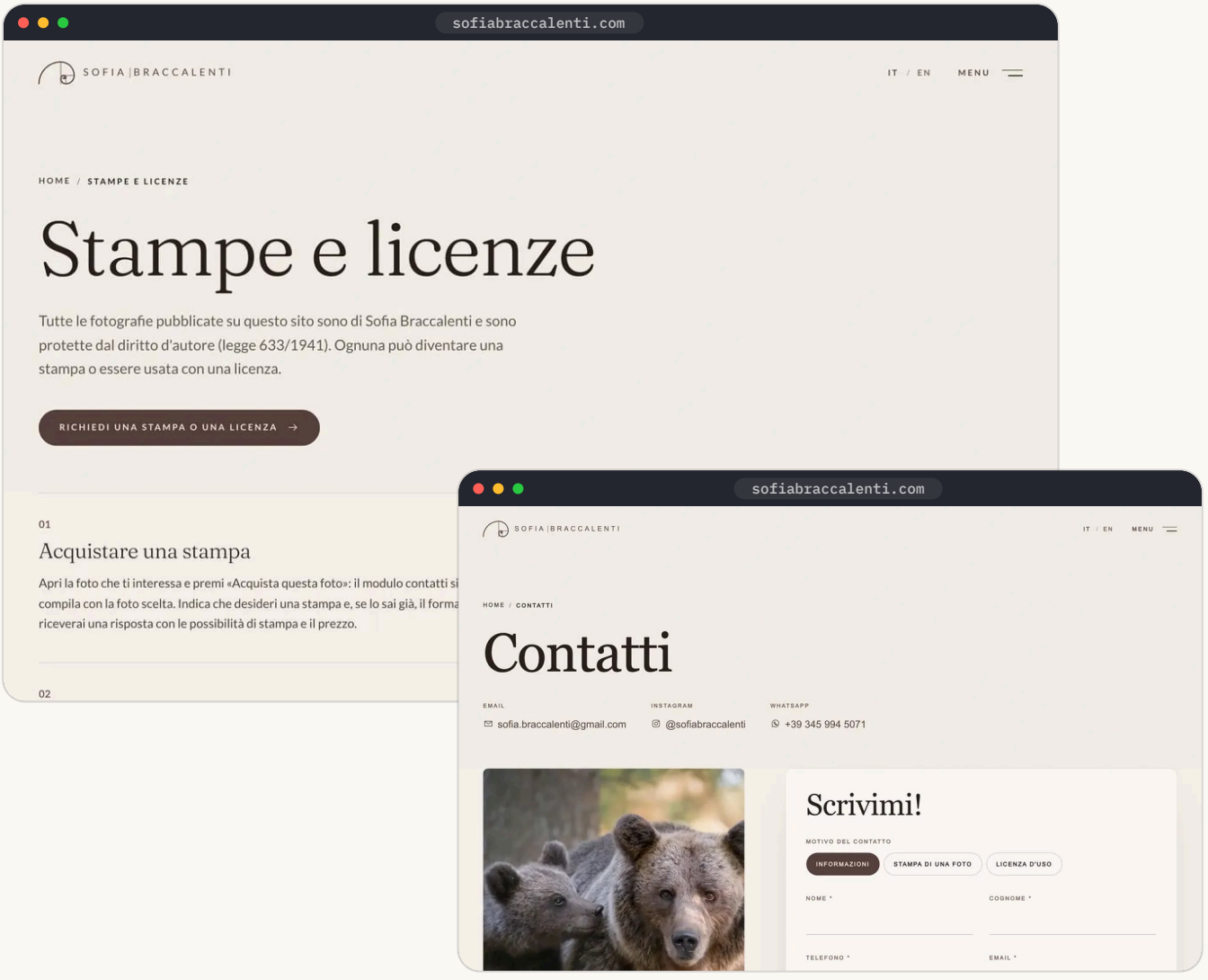
A new species is added to the index right under the photo

04 / THE KEY FEATURES · 05

Every photo *can become a print.*

Every full-screen photo has “Buy this photo”: it opens the form with the photo already attached and asks whether a print or a licence is needed. Every image carries its author and copyright, and Google Images can show that it’s licensable.

- ✓ “Buy this photo” on every full-screen image
- ✓ A form with the photo attached and the type of request
- ✓ Author and copyright inside every file, new ones included



05 / THE DASHBOARD

A new trip *without calling anyone.*

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

Live in seconds

Every save republishes the site: nothing to upload by hand.

Photos that lighten themselves

Even 20 MB files: the browser shrinks them before upload, the server creates the web sizes.

Copyright in every photo

Author and rights written inside every file, new uploads included.

Automatic translations

English updates on save; a manual correction stays.

Maps that colour themselves

A published country or region appears on the atlas by itself.

Videos converted

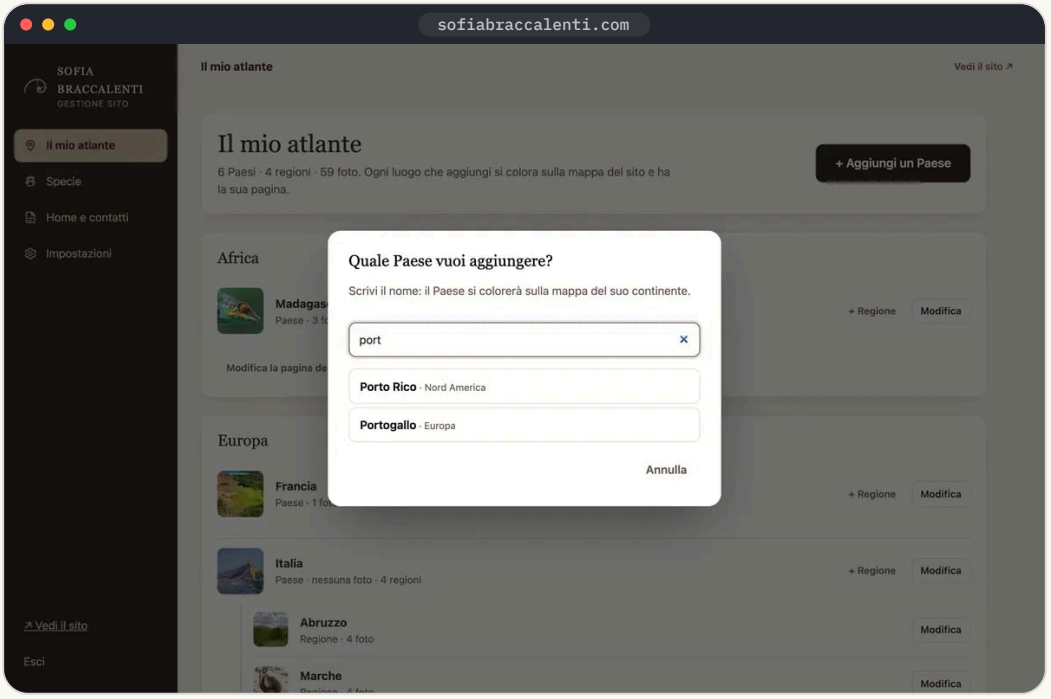
Even up to 2 GB: the server scales them down to 720p and publishes them when ready.

Preview and draft

You see the page before publishing it; a draft stays hidden.

Twenty versions back

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



Adding a country: search by name, and the map colours itself.

06 / AT A GLANCE

2025 e 2026, *point by point.*

AREA	OLD SITE	NEW SITE
Platform	✕ WordPress with Elementor and map plugins	✓ Static Astro website and custom dashboard
Maps	✕ Drawn by hand with two plugins	✓ An atlas of every country, with zoom and clustering
Speed	✕ Performance 63 on desktop and 49 on mobile, LCP 2.7 s on mobile	✓ Performance 100 and 100, LCP 0.4 s on desktop and 1.2 s on mobile
Weight	✕ Mobile home page of 1.7 MB, 40 requests	✓ Mobile home page of 781 KB, 18 requests
Animals	✕ Only in the story captions	✓ An index of 27 species with profiles, filters and search
Stories	✕ Text and photos in one column	✓ Self-arranging blocks, chapter index, mosaic
Languages	✕ Machine translation through a plugin	✓ Real pages in Italian and English
Updates	✕ Pages and maps edited in Elementor	✓ Dashboard with guided steps, live in seconds
Photos	✕ Just a generic contact form	✓ Prints and licences, copyright in every image
Data for Google	✕ Only generic page data	✓ Person, stories, places, species and licensed images

07 / SEO AND LANGUAGES

Every trip and every species, *easy to find.*

The Italian addresses stayed the same, already known to Google. Around them came the English pages and a profile for every species, and all the old technical WordPress addresses redirect to the right pages.

2025
1
language seen by Google: Italian

2026
2
languages, with real pages in Italian and English

01 Same addresses
Countries, regions and contact stay where Google knew them.

02 Linked languages
Every Italian page has its English version, linked with hreflang.

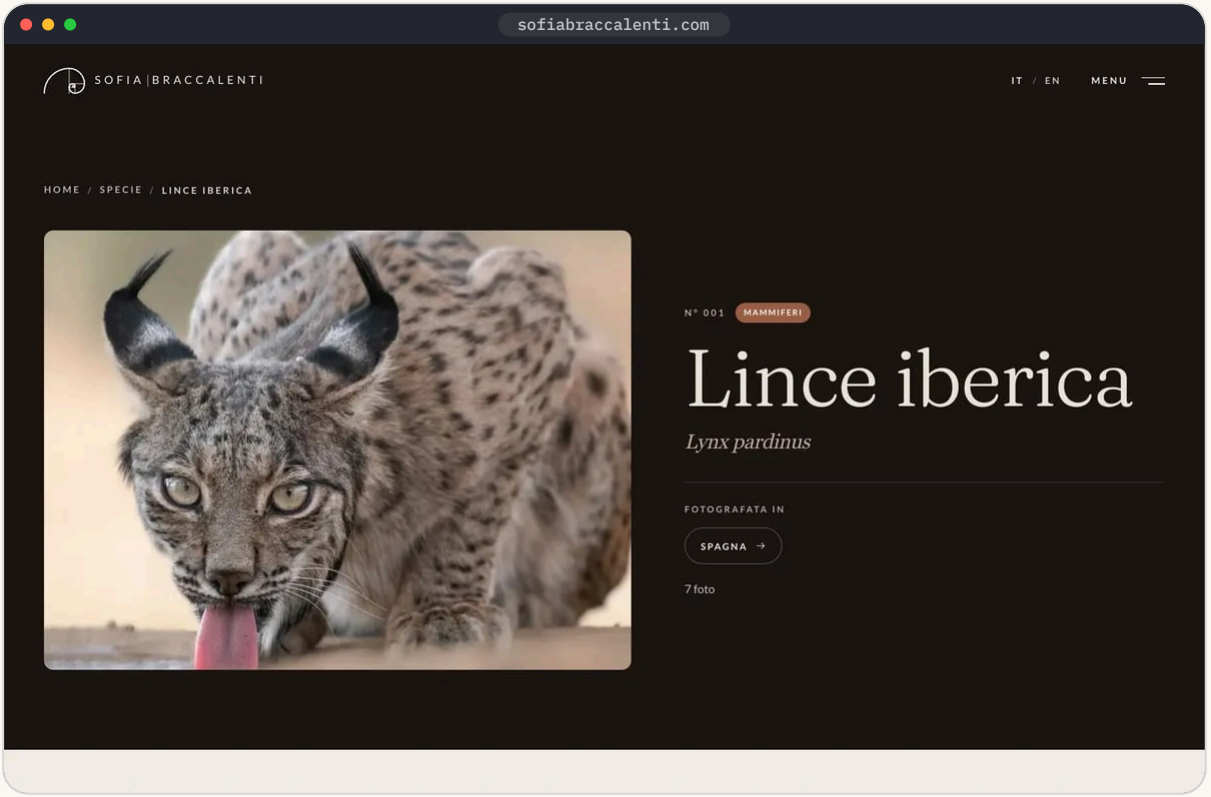
03 A page per species
27 profiles with common name, scientific name, photos and places.

04 Licensed images
Author, copyright and licensing page in every photo's data.

27
species profiles

58
photos with author and licence

100
Lighthouse SEO score



Every species has a profile with its scientific name, photos and places: one more page Google can show.

08 / RESULTS

At launch, *in numbers.*

100	100	100	100	100
Desktop performance	Mobile performance	Accessibility	Best practices	SEO

Lighthouse, November 2026: best values measured on the home page, species index and Umbria story.

Quality checked

- ✓ Accessibility, best practices and SEO at 100 on the pages measured
- ✓ Country and region borders checked automatically
- ✓ Spam-protected form without a captcha, with a confirmation to the visitor
- ✓ Analytics only after consent, with a consent log

For the client

- ✓ Independence: trips, photos, species and videos are published from the dashboard.
- ✓ A diary that grows without redrawing the maps.
- ✓ Photos can become prints and licences, with the rights protected.

What we will measure

The new website has been live since November 2026. Over the coming months we'll update this case study with the new trips Sofia publishes and requests for prints and licences.

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.
MAPS	Natural Earth data and SVG generated at build time, with no map libraries in the browser.

Speed

IMAGES	WebP in four sizes, 400 KB at most each, the first with high priority.
MAPS	The home page holds only the coloured countries; the rest of the world loads as the map comes into view.
VIDEO	720p in WebM and MP4, loaded only when visible.

Data and privacy

ANALYTICS	GA4 through Google Tag Manager with Consent Mode v2: without consent, nothing runs.
RIGHTS	XMP and IPTC metadata with author and copyright in every photo.
STRUCTURED DATA	Person, Article, Country, AdministrativeArea, Taxon and ImageObject with licence.

Languages

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

The 2025 website had hand-drawn maps for every trip. The 2026 one already knows the whole world: Sofia picks the country, and the map, the page and the index update themselves.

The screenshots of the 2025 website were taken before the redesign went live; there is no mobile screenshot of the old site. 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 in 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/sofia-braccalenti-wildlife-photographer/

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