nalu

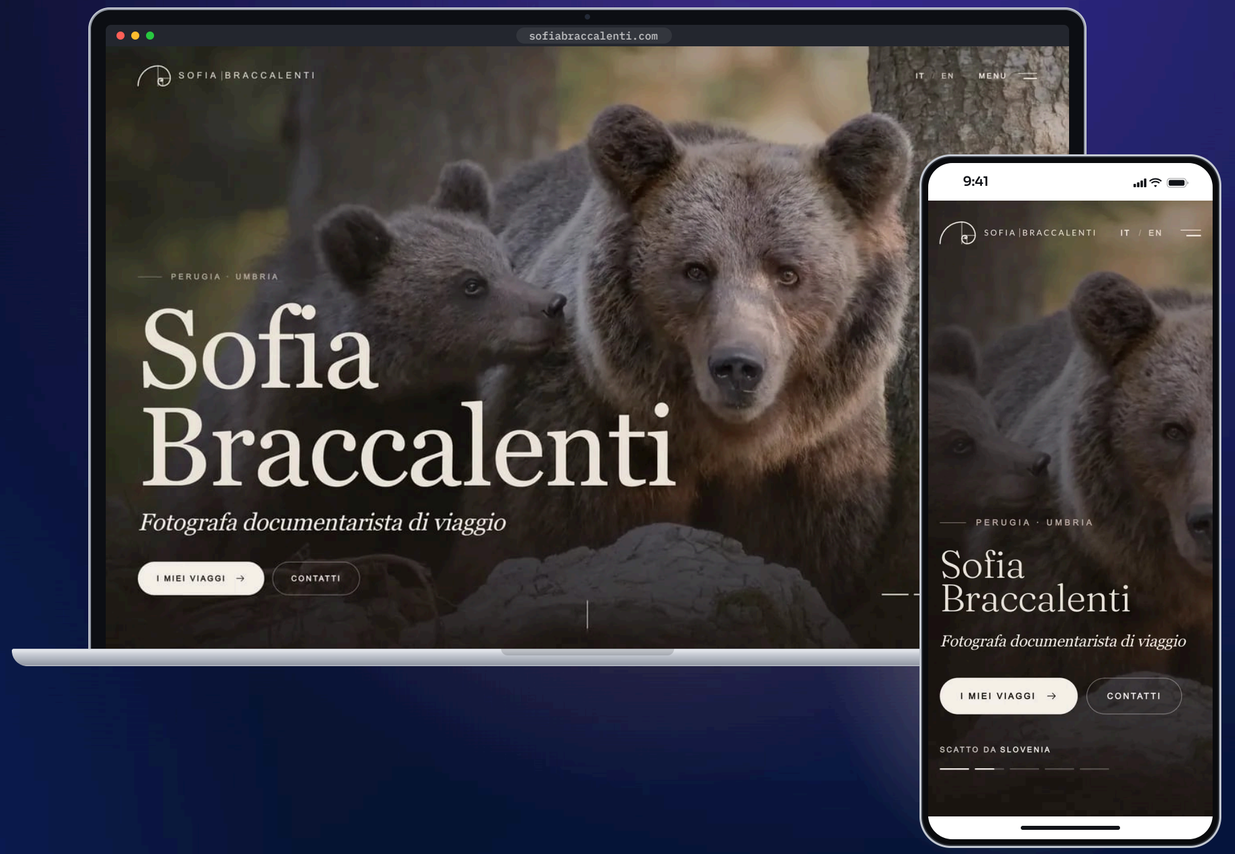
CASE STUDY · 2026

SITE AND DASHBOARD

Sofia Braccalenti

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

A wildlife photographer from Perugia: the first website in 2025, the redesign in 2026. Today, an atlas you explore like a real map, a Pokédex-style species index and a dashboard to publish trips, photos and species on her own.



sofiabraccalenti.com · online since November 2026

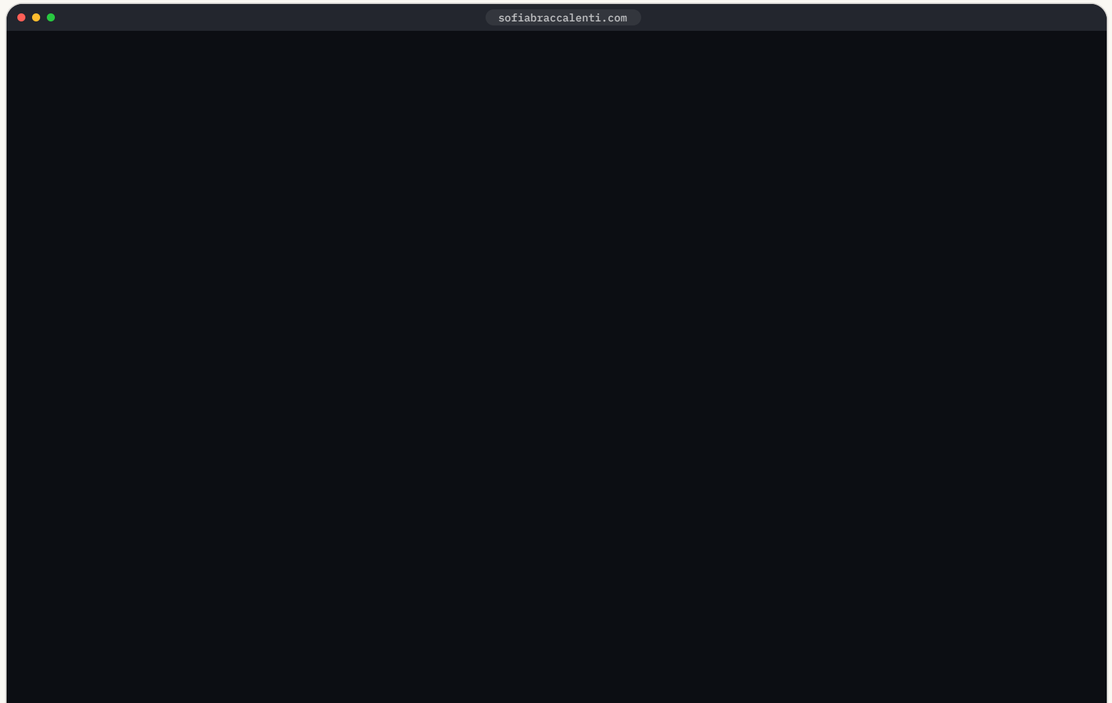
naluwebagency.com

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.

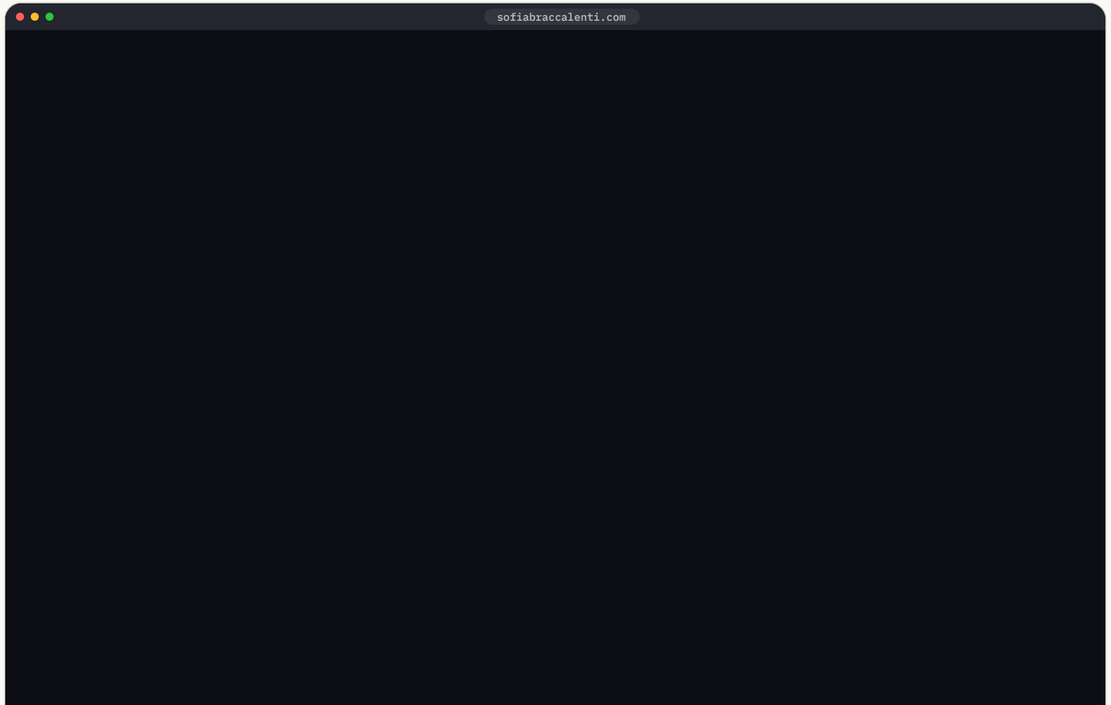
May 2025 THE FIRST WEBSITE

Online, *with maps of her trips.*



November 2026 THE REDESIGN

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



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

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.

- 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



2025 WEBSITE

49

Mobile Performance, now 100

Numbers you can see, *from day one.*

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

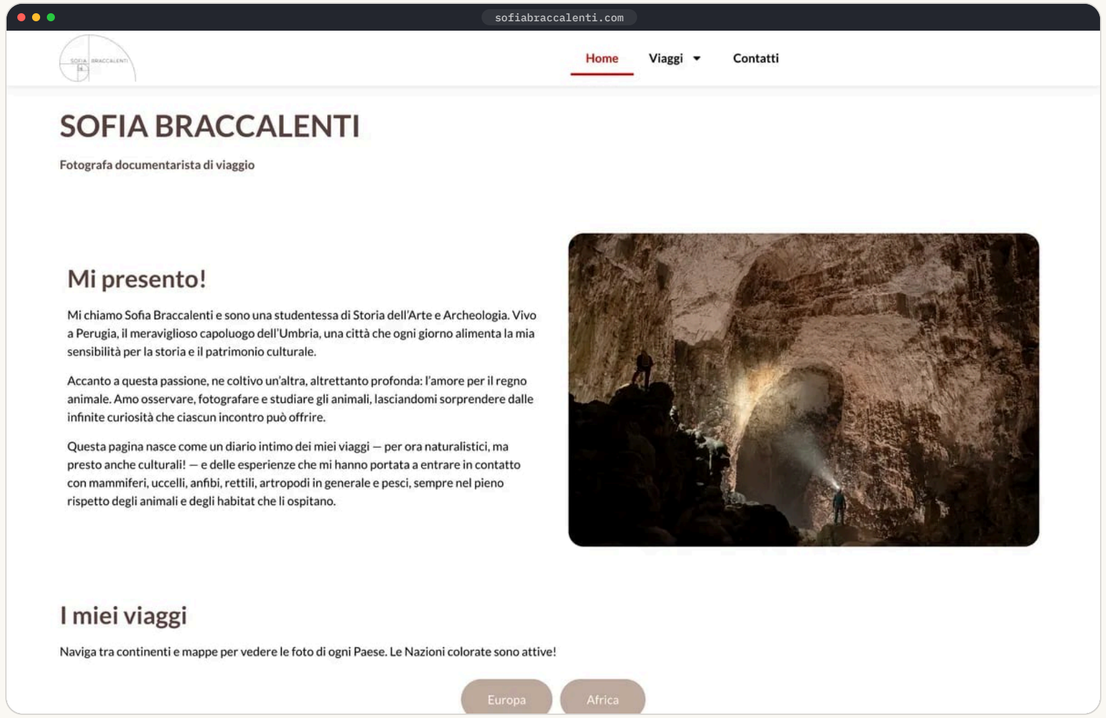
27 species in the index, each with its own profile

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

Same trips, *a different website.*



OLD SITE



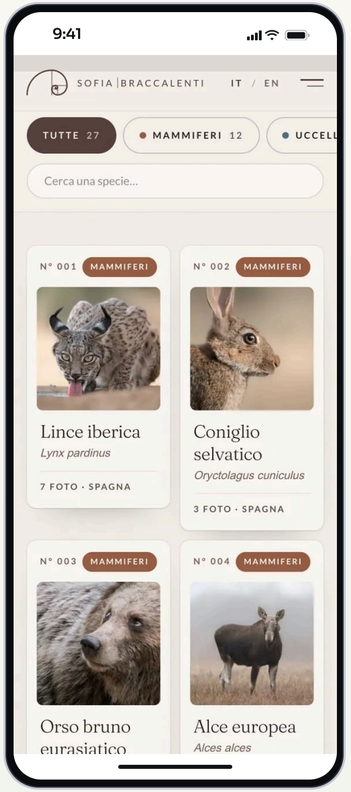
NEW SITE

Designed first and foremost *for the phone.*

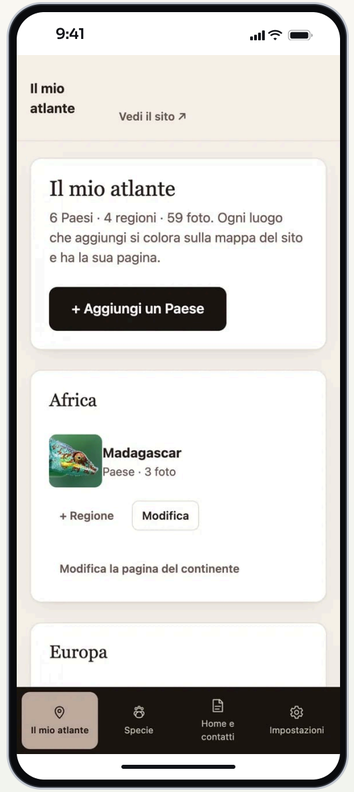
The diary reads well on a phone, and it can be updated from one: Sofia can upload a trip's photos as soon as she's back, straight from the dashboard.



HOME



SPECIES



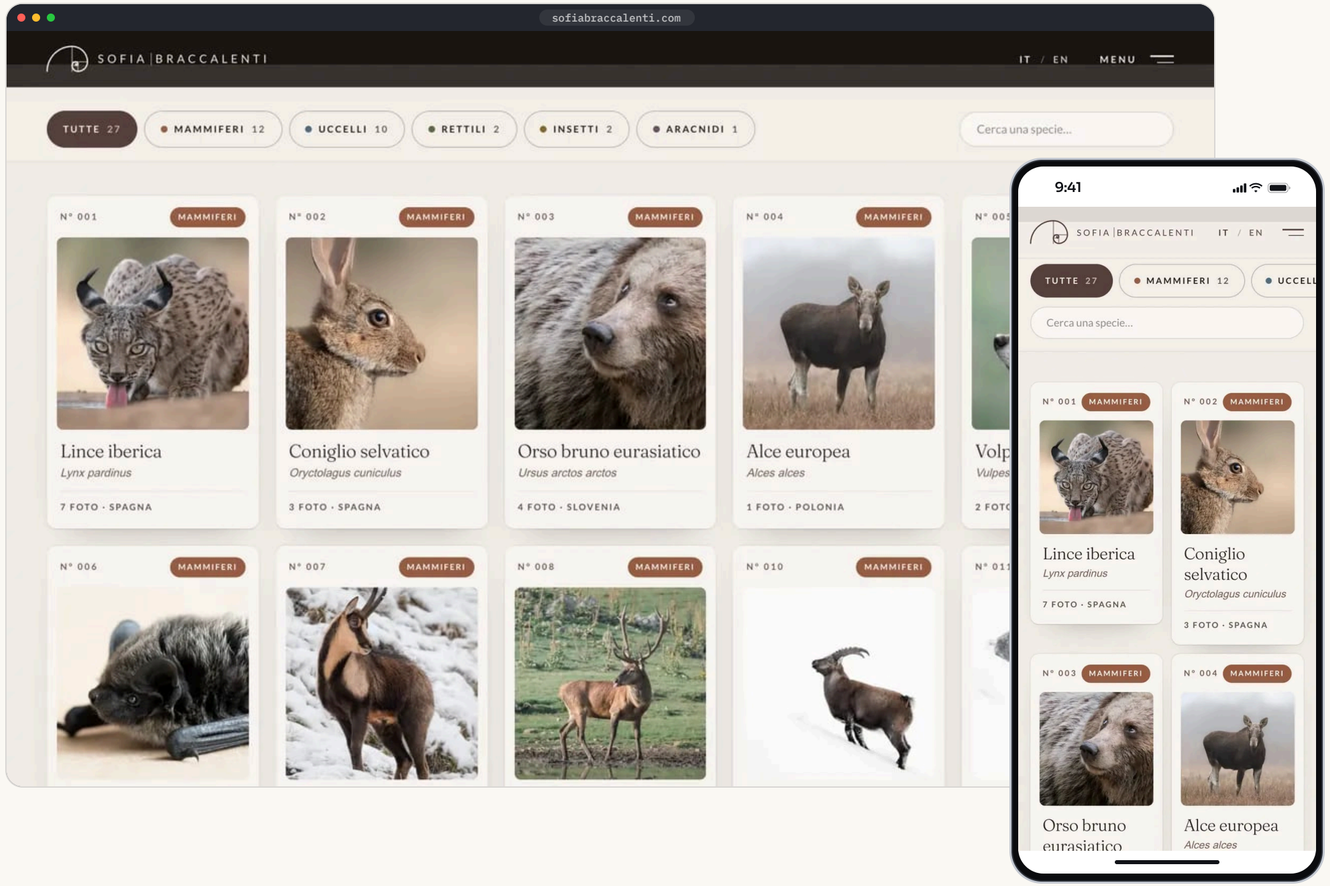
DASHBOARD

01 · THE SPECIES INDEX

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

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

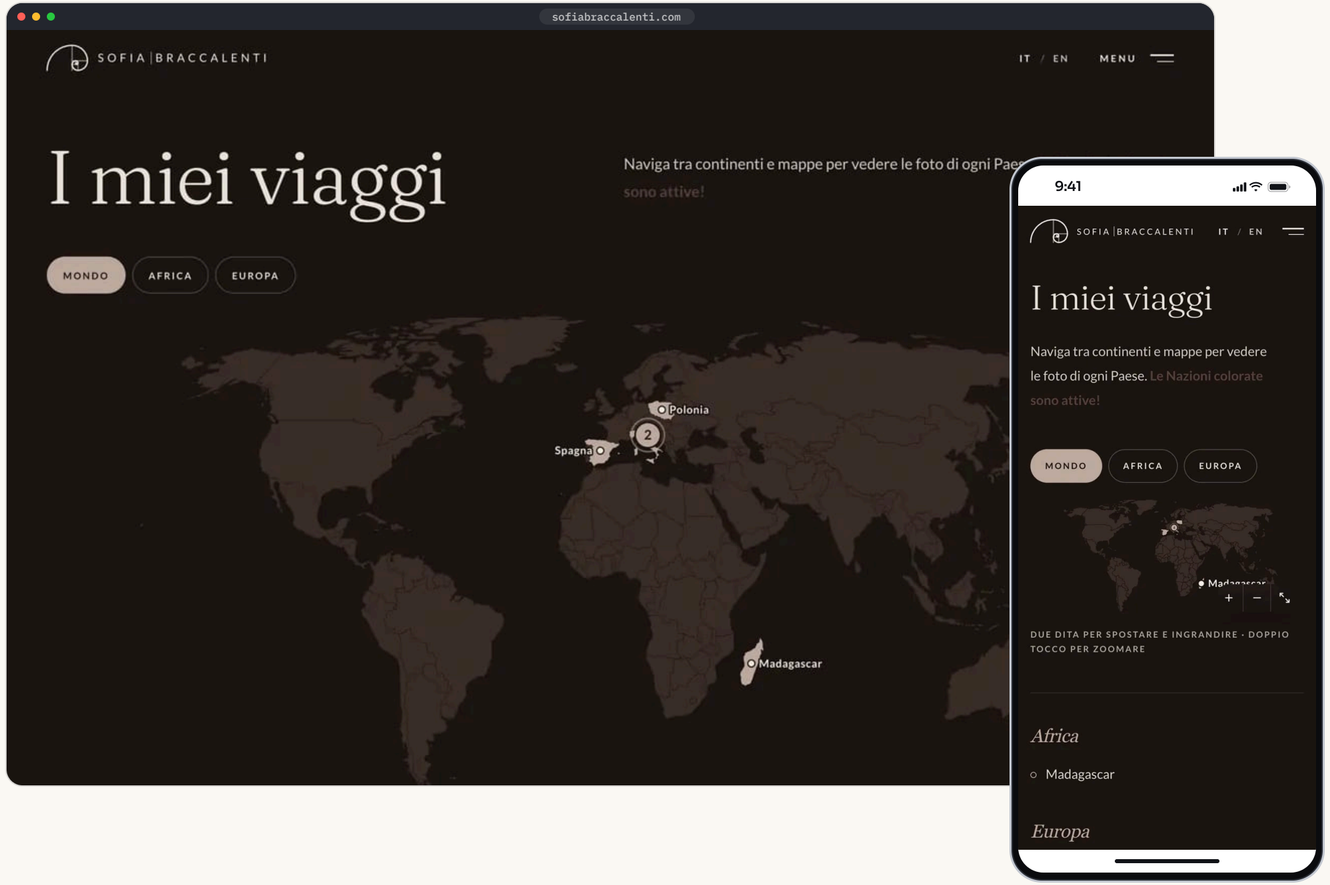
N° 001 → **Iberian lynx** → **Lynx pardinus**



02 · THE ATLAS

A real map, *not a drawing.*

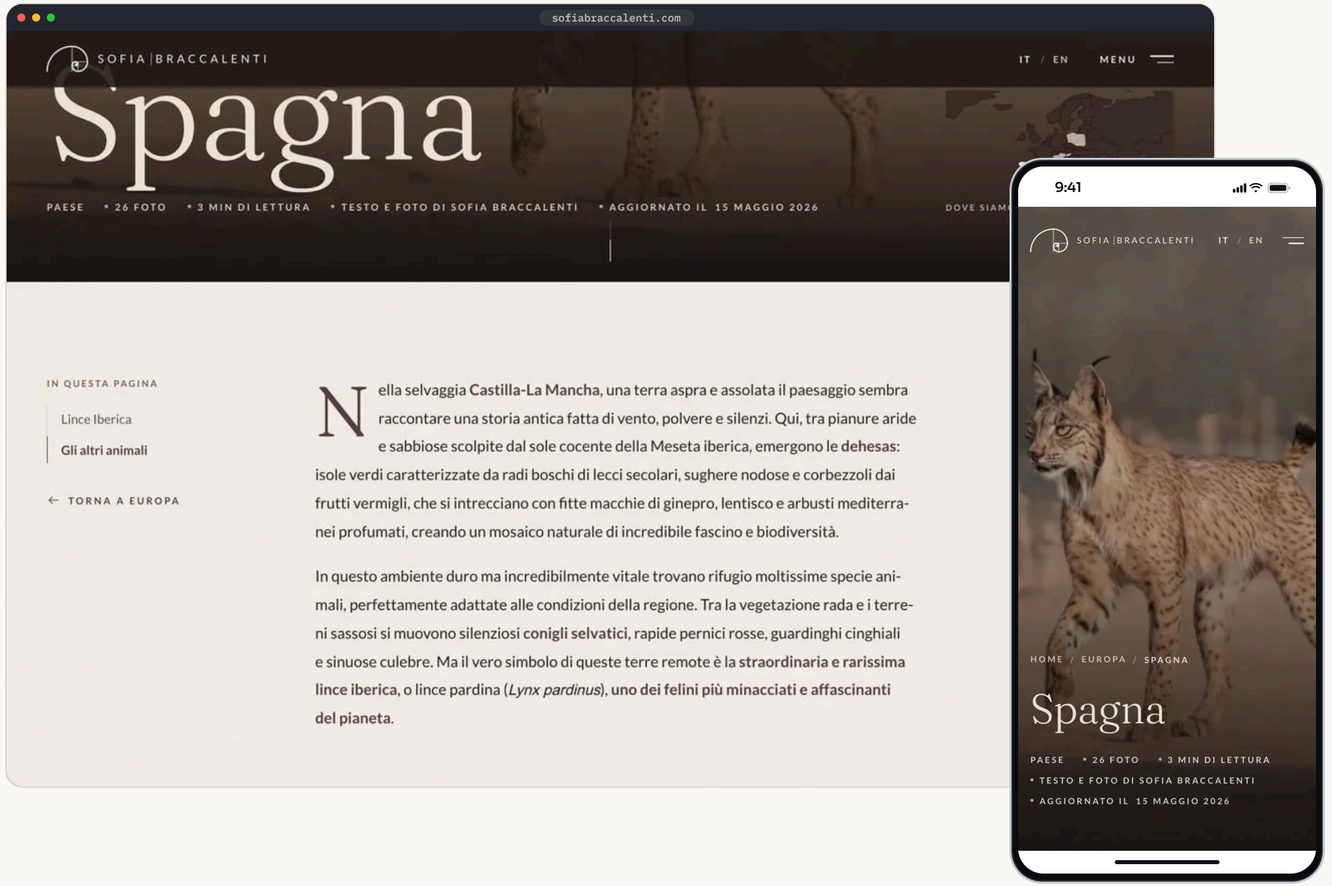
- All 231 countries in the world, with their regions
- Zoom, dragging and marker clustering
- A new country colours itself as soon as it’s published



03 · THE STORIES

Text and photos
that lay themselves out.

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

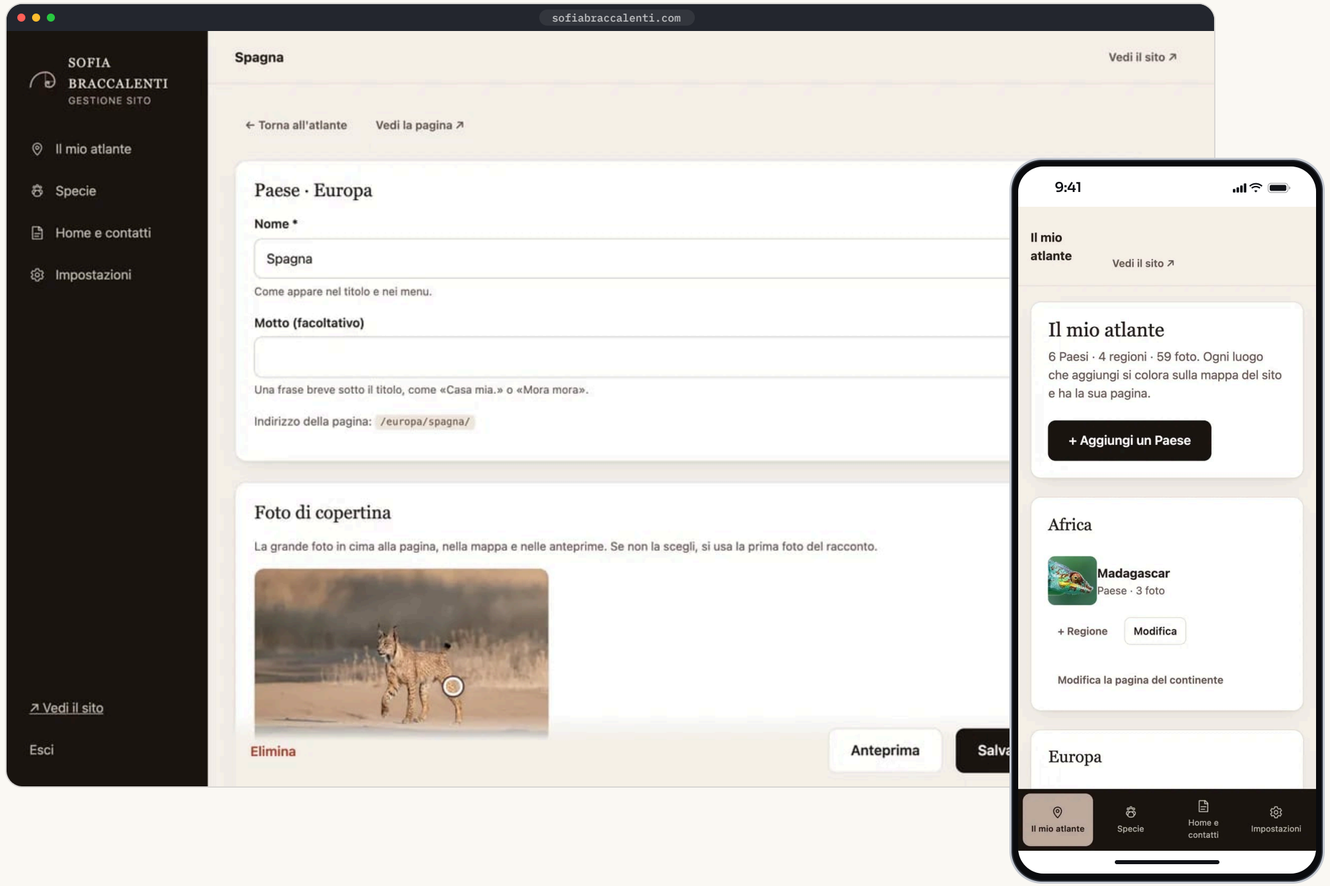


04 · SOFIA’S DASHBOARD

A new trip *in a few steps.*

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

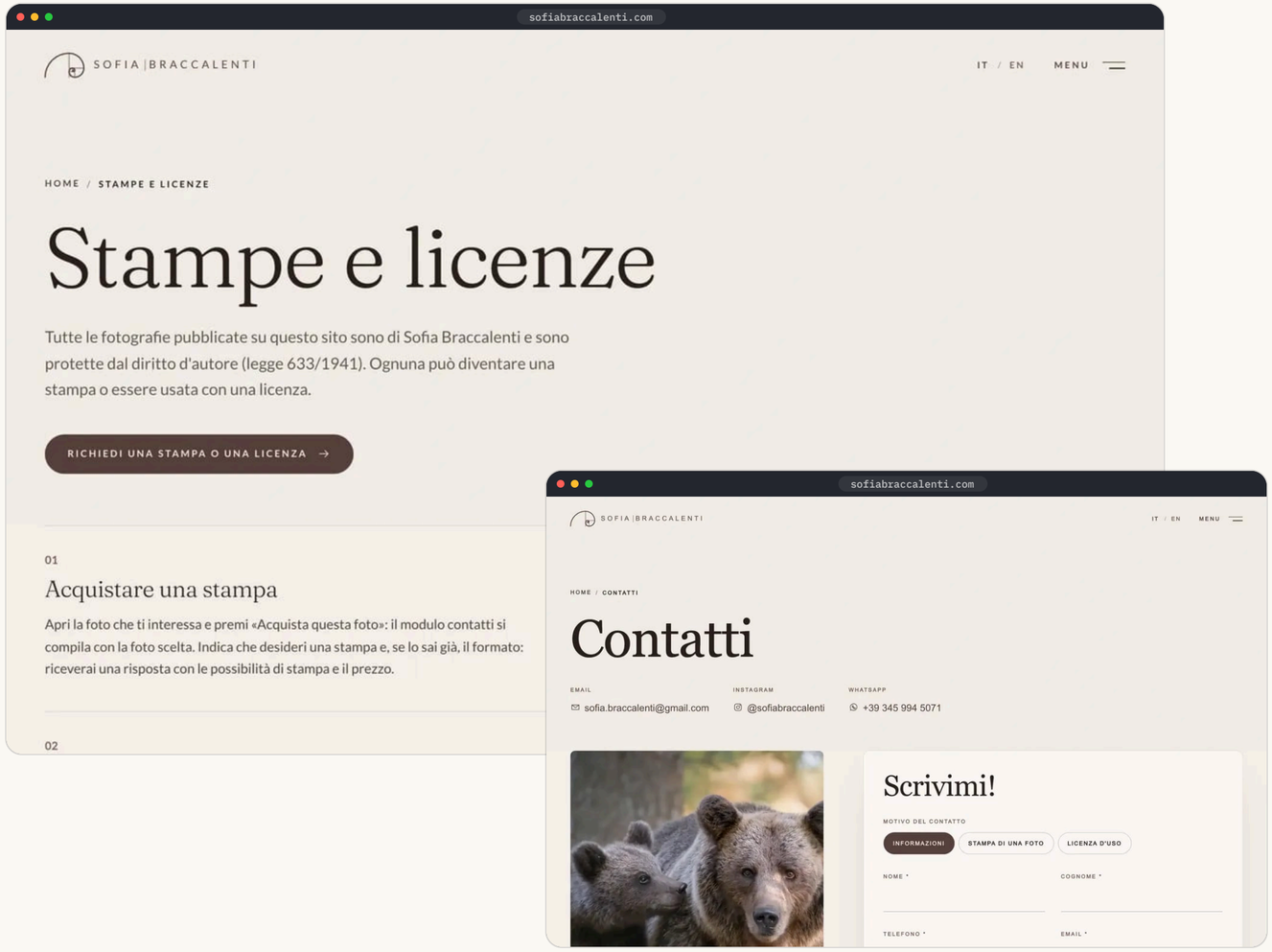
Country → **story and photos** → **live**



05 · PRINTS AND LICENSING

Every photo *can become a print.*

- “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



A new trip *without calling anyone.*

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.

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

2025

1

language seen by Google

2026

2

languages with real pages

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

At launch, *in numbers.*



Desktop performance



Mobile performance



Accessibility



Best practices



SEO

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

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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