

# ShiftX Packers & Movers

## Website Image Content Planning List

*Page-wise image requirement list with section name, image content type, and recommended design direction*

**Website reviewed:** <https://lawngreen-mule-172396.hostingersite.com/>

Prepared for planning new website images across the main pages and service pages.

### Document Purpose

- Create a proper image planning structure for every website page and major page section.
- Clarify which type of image should be used in each section.
- Guide designers/developers so images match the exact content instead of using random stock visuals.
- Maintain a consistent professional packers and movers visual style across the complete website.

### Common Image Design Rules

Rule	Instruction
Use realistic logistics/moving images	Prefer professional Indian packers and movers visuals where possible.
Match image to page content	Household = home packing; office/factory = equipment shifting; car carriage = car carrier; cargo = shipment/cargo; pet relocation = pet crate/handler; warehouse = storage racks.
Keep banners clean	Hero and inner page banners should have space for text overlay and should not look crowded.
Maintain brand consistency	Use similar lighting, color tone, crop style, and image quality across all pages.
Use icons for small features	For benefits, process steps, FAQ support blocks, and contact blocks, use clean line icons or simple illustrations.

## Page-wise Sections Included

1. Home Page
2. Services Page
3. Logistics Service Page
4. Car Carriage Services Page
5. Cargo Services Page
6. Household Shifting Page
7. Office / Factory Shifting Page
8. Pet Relocation Service Page
9. Residential Moves Page
10. Short Term Warehouse Page
11. About Us Page
12. Why ShiftX Page
13. Contact Us Page
14. The ShiftX Process Page
15. FAQ Page
16. Blog Listing / Blog Posts
17. Terms and Conditions Page
18. Privacy Policy Page

# 1. Home Page

Section / Area	Image Content Type	Recommended Image Design Direction
Hero Banner 1	Full-width moving service banner	Professional packers and movers team loading cartons into a branded moving truck, with clean negative space for headline text.
Hero Banner 2	Full-width safe moving banner	Family/home relocation scene with packed household items, cartons, movers, and a vehicle in the background.
Our Services - Logistics Service	Service card thumbnail	Cargo truck, warehouse loading, delivery staff, and route movement visual.
Our Services - Pet Relocation	Service card thumbnail	Dog or cat in travel crate with caring handler; safe, clean, and friendly look.
Our Services - Household Shifting	Service card thumbnail	Family relocation, household cartons, furniture packing, and careful mover activity.
Our Services - Residential Moves	Service card thumbnail	Movers carrying boxes/furniture from apartment or house entrance.
Our Services - Cargo Services	Service card thumbnail	Bulk boxes, cargo truck loading, delivery shipment, or warehouse dispatch.
Our Services - Office/Factory Shifting	Service card thumbnail	Office computers, chairs, files, desks, or factory equipment being shifted safely.
Our Services - Car Carriage Services	Service card thumbnail	Car loaded on carrier truck with safety straps and professional inspection.
Our Services - Short Term Warehouse	Service card thumbnail	Warehouse racks, labelled boxes, organized storage area, and inventory handling.
About Us	Company profile image	Team with truck, warehouse, packing material, and professional brand-friendly look.
Why Choose Us	Feature icons / illustration	Icons or small visuals for economical transport, time-bound delivery, safety, reliability, and support.
Our Worker	Team portraits	Real-looking staff photos in uniform: manager, driver, supervisor, delivery/support staff.
Recent Work	Portfolio gallery images	Road transport, fashion shop shifting, warehouse inventory, packing, office removals, and special transport work.
Moving Safely	Content support image	Boxes secured inside a truck, safe loading/unloading, or team checking shipment condition.

Section / Area	Image Content Type	Recommended Image Design Direction
Request A Quote	Form-side image / illustration	Customer support executive, moving checklist, quote form concept, family requesting moving estimate, or moving truck background.
Working Process	Step icons / illustrations	Online quote, product picking, packaging, and safely delivered icons.
Customer Feedback	Customer profile images	Clean client portraits; happy customers; professional testimonial style.
Blog & News	Blog thumbnails	Moving tips, packing consignment, cargo truck, appliance shifting, and household moving images.

## 2. Services Page

Section / Area	Image Content Type	Recommended Image Design Direction
Page Banner	Inner page banner	Packers and movers truck/team background with Services page title overlay.
Logistics Service Card	Service thumbnail	Truck, warehouse, distribution center, or logistics route visual.
Pet Relocation Service Card	Service thumbnail	Pet crate, dog/cat travel safety, and caring handler.
Household Shifting Card	Service thumbnail	Household packing, family relocation, furniture and cartons.
Residential Moves Card	Service thumbnail	Home shifting with movers carrying items from a house or apartment.
Cargo Services Card	Service thumbnail	Cargo boxes, shipment loading, route movement, or delivery truck.
Office/Factory Shifting Card	Service thumbnail	Office desk/computer packing or factory equipment relocation.
Car Carriage Services Card	Service thumbnail	Car carrier vehicle, car loading, safety straps, and vehicle inspection.
Short Term Warehouse Card	Service thumbnail	Storage warehouse, racks, labelled cartons, and inventory control.

### 3. Logistics Service Page

Section / Area	Image Content Type	Recommended Image Design Direction
Page Banner	Inner service banner	Logistics truck on highway, warehouse loading area, or distribution fleet.
Main Service Image	Content image	Delivery truck, team loading cargo, route-based transportation, and professional dispatch look.
Benefits Blocks	Small icons	Affordable cost, short delivery, tracking order, and safe moving icons.
National Wide Transport CTA	Supporting image	India-wide route, truck fleet, logistics network, or warehouse-to-road movement.
FAQ / Features Area	Icon / illustration	Shipment tracking, safe handling, professional team, and customer support visuals.

### 4. Car Carriage Services Page

Section / Area	Image Content Type	Recommended Image Design Direction
Page Banner	Inner service banner	Car carrier truck or car being loaded professionally.
Main Service Image	Content image	Open or closed car carrier with vehicle safely loaded and secured.
What You Get	Icon/list visual	Open and closed carrier options, safe loading/unloading, door-to-door delivery, and scratch protection.
National Wide Transport CTA	Supporting image	Driver inspecting vehicle, car strapped safely on carrier, or interstate vehicle transport.
Features / FAQ	Small icons	Cost, delivery time, tracking, vehicle safety, and support icons.

## 5. Cargo Services Page

Section / Area	Image Content Type	Recommended Image Design Direction
Page Banner	Inner service banner	Cargo boxes, logistics truck, or warehouse background.
Main Service Image	Content image	Bulk cartons being loaded into a truck/container, city-to-city shipment, or warehouse dispatch.
Service Benefits	Icon/list visual	Nationwide transport, safe packing, timely delivery, and shipment update visuals.
National Wide Transport CTA	Supporting image	Cargo route planning, warehouse dispatch, delivery fleet, or map-route visual.
Features / FAQ	Small icons	Tracking, safety, delivery, professional team, and customer service icons.

## 6. Household Shifting Page

Section / Area	Image Content Type	Recommended Image Design Direction
Page Banner	Inner service banner	Family house shifting, cartons, movers at home, or packed household goods.
Main Service Image	Content image	Movers packing furniture, fragile items, electronics, and household boxes carefully.
What Is Included	Icon/list visual	High-quality packing material, glassware/electronics care, planned loading/unloading, and item placement at destination.
Features Area	Supporting image/icons	Safe packing, planned loading, home setup, reliable delivery, and careful unloading.
FAQ Area	Small icons	Safety, delivery process, packing supplies, and service support icons.

## 7. Office / Factory Shifting Page

Section / Area	Image Content Type	Recommended Image Design Direction
Page Banner	Inner service banner	Office relocation, corporate move, or factory equipment movement visual.
Main Service Image	Content image	Office desks, computers, chairs, files, and IT equipment being packed and moved.
Factory Support Image	Content image	Machinery/factory equipment shifting with forklift, safety gear, or professional relocation team.
Benefits Blocks	Icons	Minimal downtime, safe packing, asset handling, planned shifting, and professional coordination.
FAQ / Features Area	Icon / illustration	Business continuity, shipment tracking, safety, support team, and organized move planning.

## 8. Pet Relocation Service Page

Section / Area	Image Content Type	Recommended Image Design Direction
Page Banner	Inner service banner	Dog/cat relocation visual with handler and clean travel crate.
Main Service Image	Content image	Pet in safe crate, professional handler, vehicle/travel setup, and comfortable relocation environment.
Help Offered	Icon/list visual	Safe travel plans, careful transit handling, moving requirement support, and smooth movement.
National Wide Transport CTA	Supporting image	Pet comfort, crate arrangement, pet travel documentation, and caring staff.
Features / FAQ	Small icons	Safety, tracking, care, comfort, and support icons.

## 9. Residential Moves Page

Section / Area	Image Content Type	Recommended Image Design Direction
Page Banner	Inner service banner	Home relocation scene with movers, cartons, and family move setup.
Main Content Image	Content image	Movers shifting boxes/furniture from residential building or house entrance.
Why Choose Service	Supporting image/icons	Safe moving, affordable cost, short-time delivery, tracking, and professional team visuals.
Features Area	Icons	Satisfaction guarantee, qualified team, experienced movers, and professional support icons.
FAQ Area	Small icons	Appointment, cargo handling, service questions, and delivery support icons.

## 10. Short Term Warehouse Page

Section / Area	Image Content Type	Recommended Image Design Direction
Page Banner	Inner service banner	Warehouse storage, racks, packed boxes, and organized inventory background.
Main Service Image	Content image	Clean warehouse with labelled cartons, storage units, and secure storage layout.
Features	Icon/list visual	Short-term storage flexibility, safe organized units, simple retrieval, and inventory control.
National Wide Transport CTA	Supporting image	Worker scanning inventory, warehouse management, or storage-to-delivery process.
Features / FAQ	Small icons	Safety, storage, tracking, inventory support, and customer service icons.

## 11. About Us Page

Section / Area	Image Content Type	Recommended Image Design Direction
Page Banner	Inner page banner	Moving truck/team with About Us overlay.
Company Introduction	Content image	ShiftX team with truck, warehouse, cartons, or packing activity; professional and trustworthy.
Experience / Progress Area	Supporting image	Logistics operations, staff working, warehouse, fleet, or transport route visuals.
Company Strengths	Icons	Expertise, customer-centric approach, energetic team, award-winning company, and reliability icons.
Team Section	Staff portraits	Uniform-based profile images or real company staff portraits with clean background.

## 12. Why ShiftX Page

Section / Area	Image Content Type	Recommended Image Design Direction
Page Banner	Inner page banner	Confident movers, branded team, or moving truck background.
Why Choose Us	Feature icons	Economical freight, time-bound delivery, safety, reliability, transport, warehousing, and support visuals.
Trust / Safety Section	Content image	Team carefully packing, securing, and checking goods before movement.
Service Strengths	Icons / illustrations	Tracking, safe moving, professional team, nationwide transport, and customer care icons.
CTA Section	Background image	Moving truck, happy customer receiving goods, or professional delivery completion visual.

## 13. Contact Us Page

Section / Area	Image Content Type	Recommended Image Design Direction
Page Banner	Inner page banner	Customer support, office, moving truck, or contact background.
Head Office Address	Contact icon image	Location pin or office building icon.
Branch Office Address	Contact icon image	Branch location icon, map marker, or city/location illustration.
Phone Number	Contact icon image	Phone/call support icon.
Email Address	Contact icon image	Email/envelope icon.
Drop Us a Line Form	Form-side image / illustration	Support executive, customer enquiry, moving quote form, or map-style contact background.

## 14. The ShiftX Process Page

Section / Area	Image Content Type	Recommended Image Design Direction
Page Banner	Inner page banner	Moving process, planning, route, or truck loading visual.
Main Process Image	Content image	Step-by-step moving process graphic with clear visual flow.
Step 1: Ask for Quote	Icon / illustration	Quote form, calculator, customer enquiry, or online request visual.
Step 2: Set Move Date	Icon / illustration	Calendar, schedule confirmation, or move date planning.
Step 3: Pack & Pick Up	Icon / illustration	Packing boxes, mover team, pickup truck, or careful loading visual.
Step 4: Moving	Icon / illustration	Truck route, delivery vehicle, or transport movement.
Step 5: Deliver & Unload	Icon / illustration	Movers unloading at destination and placing items carefully.
Step 6: Finish	Icon / illustration	Checklist, happy customer, completed delivery, or final verification.
Why Choose Us	Feature icons	Air freight, time-bound delivery, safety, transport, warehousing, and 24/7 support icons.

## 15. FAQ Page

Section / Area	Image Content Type	Recommended Image Design Direction
Page Banner	Inner page banner	Customer support, help desk, moving checklist, or professional team background.
FAQ Section	Optional illustration	Question-answer support illustration, customer service executive, or moving checklist.
Packing Supplies Question	Small support icon	Boxes, bubble wrap, tape, and protective material icon.
Safety / Insurance Questions	Small support icon	Shield, insurance, safe handling, and secure transit icons.
Storage / Car Moving Questions	Small support icon	Warehouse/storage icon and car carrier icon.
CTA Section	Background image	Contact support, moving truck, or call-to-action visual.

## 16. Blog Listing / Blog Posts

Section / Area	Image Content Type	Recommended Image Design Direction
Blog Listing Cards	Blog thumbnail	Each blog needs a unique moving/logistics thumbnail matched to the article topic.
Hello World	Placeholder / no final image	Delete default WordPress post or replace with simple ShiftX company announcement image.
Load Boards Show Flat Demand & Higher Rates	Blog featured image	Cargo truck, logistics route, load board, transport market, or freight demand concept.
Steps Involved In Packing The Consignment	Blog featured image	Movers packing boxes, fragile items, packaging material, and consignment preparation.
Blog Sidebar Latest Posts	Small thumbnails	Use the same blog featured images cropped square or landscape for sidebar.
Blog Content Body Images	In-article images	Supportive visuals for packing, loading, truck movement, warehouse handling, or delivery team.

## 17. Terms and Conditions Page

Section / Area	Image Content Type	Recommended Image Design Direction
Page Banner	Inner page banner	Simple branded truck/team background with Terms and Conditions title.
Main Content	No large image required	Keep the page text-focused. Use only a small document/legal icon if required.
Policy Blocks	Optional icons	Small icons for booking, payment, packing, transit, insurance, restricted items, and cancellation.

## 18. Privacy Policy Page

Section / Area	Image Content Type	Recommended Image Design Direction
Page Banner	Inner page banner	Simple branded banner with privacy/security/document visual.
Main Content	No large image required	Keep the layout clean and text-based. Use optional privacy shield or document icon only.
Data Protection Area	Optional icon	Shield, lock, secure data, or privacy document icon.

## Final Website Image Mapping Summary

Image Area	Final Direction
Hero / Page Banners	Use full-width realistic moving/logistics background with clear space for title text.
Service Cards	Every service card must show the exact service: logistics truck, pet crate, household packing, car carrier, warehouse, etc.
Service Detail Pages	Use one strong main image, benefit icons, CTA support image, and FAQ/support icons.
Process Page	Use step-by-step icons or illustrations for quote, date, packing, moving, unloading, and completion.
Contact / FAQ / Legal Pages	Use minimal icons or clean support images; avoid heavy stock visuals on text-heavy pages.

Image Area	Final Direction
Blog Pages	Use unique blog thumbnails that directly match each article topic.

## Source Pages Reviewed / Referenced

- Home: <https://lawngreen-mule-172396.hostingersite.com/>
- Services: <https://lawngreen-mule-172396.hostingersite.com/services/>
- Contact Us: <https://lawngreen-mule-172396.hostingersite.com/contact-us/>
- The ShiftX Process: How It Works: <https://lawngreen-mule-172396.hostingersite.com/the-shiftx-process-how-it-works/>
- FAQ: <https://lawngreen-mule-172396.hostingersite.com/faq/>
- Cargo Services: <https://lawngreen-mule-172396.hostingersite.com/service/transportation-service/>
- Household Shifting: <https://lawngreen-mule-172396.hostingersite.com/service/commercial-movers/>
- Pet Relocation Service: <https://lawngreen-mule-172396.hostingersite.com/service/pet-relocation-service/>
- Residential Moves: <https://lawngreen-mule-172396.hostingersite.com/service/residential-moves/>
- Short Term Warehouse: <https://lawngreen-mule-172396.hostingersite.com/service/door-to-door-service/>
- Car Carriage Services: <https://lawngreen-mule-172396.hostingersite.com/service/warehousing-storage/>