



## Scope of Work: Advanced website for Hubbers Flooring

v.1.0

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## Table of Notifications

This Table represents the contacts in both companies as assigned currently.

Project	Name	Company
Project Requirements	Taryn & Manu Hume	Hubbers Flooring
Client Interface (Business)	Raj Srivastav	Software Developers Inc.
Project Manager	Sachin Nayak	Software Developers Inc.

## Aim

- To build a robust, easy to navigate website that will emphasize on the **personalized services** that are offered by '**Hubbers Flooring**' a **Nelson based family owned business**.
- We have evaluated the client's requirements and have created a list of Advanced features/functions to be included in redesigning and developing the new 'Hubbers Flooring Nelson' website for creating an amazing **User Experience**.
- The website will be focussed on the company's 4 major products i.e. **Carpets, Vinyl, Blinds and Curtains**. The sub categories/sub menus under these major products will be neatly organized for providing quick and concise information to its viewers.

## Design Standards

- Responsive website which will be mobile friendly.
- Vibrant and attractive designs which will provide the viewers an artistic experience they will have if they choose this company.
- Smart Navigation Tabs for easy and fast access to all the functions and information.

## Development Platform

The specific Development Versions of each software tool will be finalized prior to code production in conjunction with Client's approvals;

- Industry standards in HTML designs, naming conventions, database schema
- HTML Editor – Dreamweaver/UltraEdit
- Design software – Photoshop/Fireworks
- Language of development - English
- Language of data entry - English

## Coding Standards

- Responsive templates for use on computers and mobile devices
- Optimal use of Wordpress/PHP in programming
- Coding best practices to be implemented as per SDI programming standards

Task - Create a responsive website using Wordpress and a readymade design theme.  
Build it under Google SEO guidelines for best practices

## **Website functions and modules - The website will be built to be SEO compliant from the ground up**

1. Home page will give the visitors an overview of 'Hubbers Flooring Nelson' family business.
  - 1.1. This page will emphasize on the **business's family history**, their journey since they have started and their commitment towards providing the personalized services to their customers.
    - 1.1.1. We will describe the **personalized services** visually by presenting the images of happy & satisfied customers and their views (in the form of **testimonials**) as well as other information.
    - 1.1.2. We will also assist our client in creating a **demo video** explaining the whole process from getting an estimate to final delivery and after delivery support.
  - 1.2. Some pages will represent the images/visuals of their major product lines, this will help the visitors to easily navigate towards the product category they are looking for.
  - 1.3. We will focus on presenting the **in-store personalized customer services** that the company offers which will make them feel comfortable with the decision of doing business with Hubbers flooring. These services will consists of personalized consultation about the colors, artistic design, and other knowledgeable facts.
2. We will focus on converting the website visitors into potential leads by providing them easy options to contact Hubbers Flooring or walk into the store. "**Call-to-action's**" will be implemented through-out the website.
3. The major products will be categorized into sub menus for providing specific information to the viewers. For e.g. Carpets product category will have sub categories like Commercial, Residential,etc. The main menu will be dynamic and will allow viewers to switch from one page to another quickly.

4. We will also add categories under the Gallery page, this will allow the viewers to filter images based on the products that they wish to buy.
5. The website will also contain Warranty & care information, Finance options, Specials, Team/Management and Contact us pages.
6. We will also integrate the company's social pages on Facebook, Twitter & Pinterest into the website and set-up a good presence on these sites as needed to compliment the website theme.
7. While building the website we will pay attention to the **keywords selection and usage in the content** and will create meta tags, References and proper URL's by implementing google's best practices to ensure good indexing by search engines. We will focus on attracting **Regional/Local traffic** towards the site.
8. We will also set up analytics for the website using Google Analytics or Mixpanel. This will allow the admin to see the amount of traffic on the website, number of pages viewed, average time spent by the visitor on the website and make changes to the website to reflect visitor needs and respond better. This data will also help the admin to plan for SEO and marketing activities.
9. Image tags (because the website will include images/visuals) : **Search engine robots** cannot see images, which necessitates the need for text alternative image alt tag. We can develop accurate and descriptive keyword rich **ALT tags** on important images on the website (Note: TITLE attributes on mouseover, displays ALT tag i.e. description of the images if image doesn't load.). The admin will be able to add these ALT tag to the images that he/she wish to upload or edit.
10. **Robots.txt:** Create a file and add it to root folder. This file helps the search engine to decide which web page of your site should be indexed and which web page should be ignored. The file also protects private content from appearing online, save bandwidth, and lower load on your server.

## Backend & Web-services

1. Admin with multiple user privileges
2. Admin can manage most of the content for his website from the CMS/back-end module (change content, change/upload images, SEO changes like creating ALT tags for images in the gallery section and other functions as provided by Wordpress).

## Hosting Services

We will recommend hosting on a local server in New Zealand. This will speed up load time and be very favourable to local search engine results. SDI will set-up, test and launch the website on a server of the client's choice

## Investment details - Time & Cost

Tasks	Resource	Duration	Cost
Advanced Website design and development	1 Project Manager 1 Sr. Designer 1 Sr. Programmer	1 Month	NZ\$ 7200