

Project 2 – Chelsea Website Optimization

Scope of Work

The chelseacorporate.com website needs to be redesigned and restructured, to give our customers a more modern and easy-to-use interface. The objective here is to create simple, clean and a better structured format in order to bring more visitor conversions.

OBJECTIVES

- Page load-time of <2 seconds
- <75% bounce rate
- >1 minute - average time spent on page
- >2.5% conversion rate

What we want to achieve with this project is a similar image of quality services and professionalism as the one displayed by two of our main competitors:

- <http://www.benchmarkcorporate.co.uk/>
- <https://www.bcms.co.uk/en-gb>

SPECIFICATIONS

Preferably, the website will be built using the latest version of Wordpress CMS, in order for it to be easily manageable. Other suggestions are welcome though (ex: Bootstrap + alternative backend management system), as the primary objective here is to achieve a high-quality, high-converting and fast website.

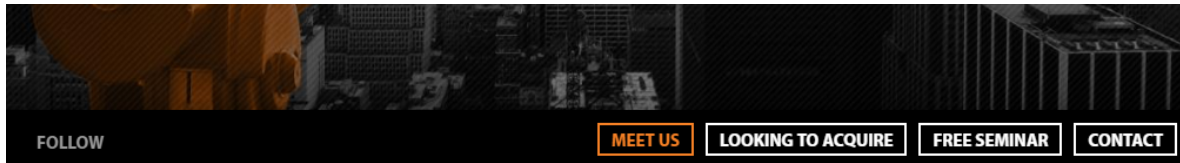
The designer will be responsible for designing graphic-specific elements of the pages (such as borders, CTA's, text styling, etc.) and selecting and editing the right photos that will be used on each section.

The copywriter will be responsible for creating the content, CTA messages, and any other text-based communication that will be on the website. The tone of voice should inspire confidence and professionalism.

Calls to action should be placed everywhere and should be consistent with the topic at hand. For example, BCMS (example below) has a sticky footer with their main calls-to-action at the bottom of their page. We would like something similar.

Chelsea Corporate Marketing Plan

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Social media buttons should also be set-up to display on every page. A floating call-now button should be set-up for mobile phones (ex: sticky header). These need to have a high-contrast to pop-out and grab the attention of the visitor.

Once the project is finalized and approved by the client, it will be uploaded on the hosting server of chelseacorporate.com in a sub-folder, and a “RewriteBase” parameter should be set-up (this is for two reasons - A-it’s a security measure and B-to ensure that the current website is unaffected).

SEO - In terms of SEO, each page should have appropriate keywords as Headings (H1 - H4), Page Title, Page Descriptions, Image Alt’s, internal links, etc.

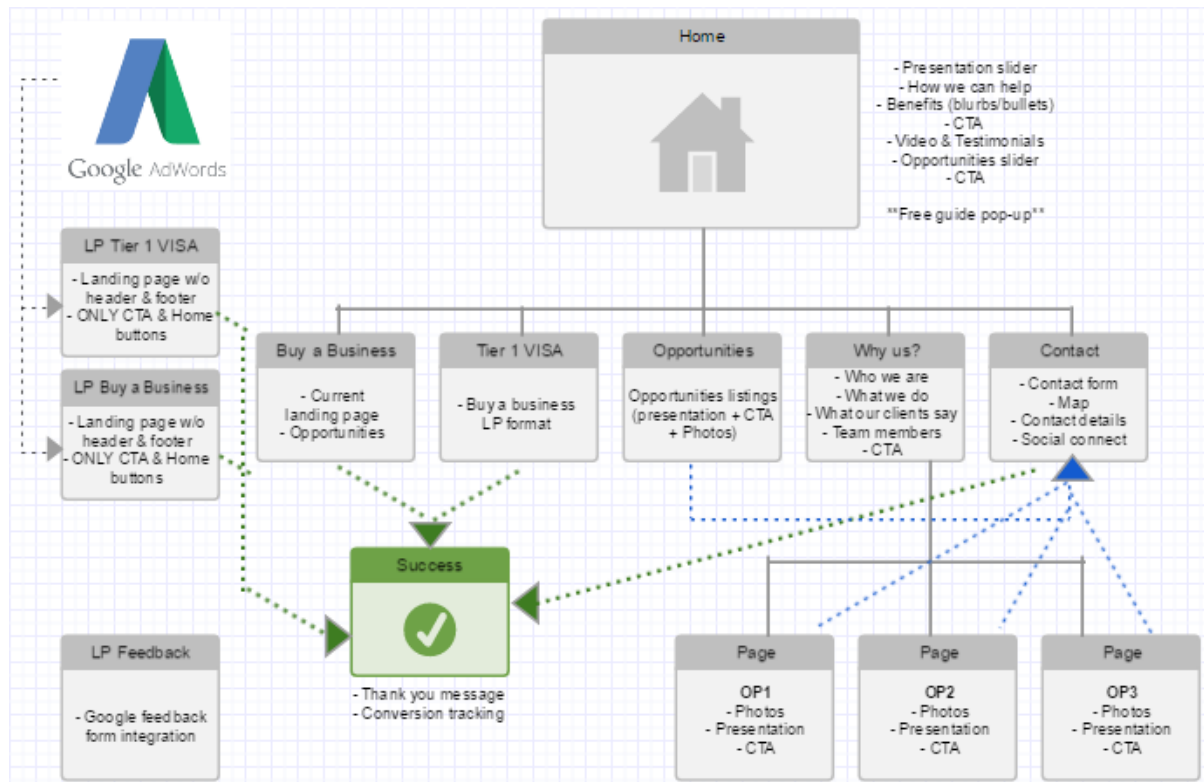
An Automated Sitemap should be present, there should be internal links between the pages where relevant, the website should load quickly and if necessary, lazy loading should be set-up for images in order to achieve the desired load-time of <2.

A lead management solution for the website back-end is desirable. We do not use a CRM at the moment, but probably will in the future, and it should be possible to integrate this with the most popular ones on the market right now.

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WEBSITE STRUCTURE








The sketch above represents the new website structure and user flow. The main objective of the website is to encourage users to get in touch with us, becoming potential leads.

The opportunities section will be managed by us, and opportunities added as time goes by. They would contain the following information: <http://goo.gl/eD0JEe>

Color Palette:

The main website colors are to be Dark Blue (#182945) and Light Green (#A1C436). The other colors should only be used to create contrast and highlight any important website elements, such as CTAs.

		
182945 HEX	24/41/69 RGB	46A5E5 HEX
251/246/206 HEX	70/165/229 RGB	161/196/54 RGB
		
FBF6CE HEX	E8E8F0 HEX	
251/246/206 RGB	232/232/240 RGB	

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Logo & Other Branding Elements

The Logo and other important brand elements will remain the same. The fonts to be used are “Raleway” (content) & “Open Sans” (headings).

Conversion tracking

Each website form should have it’s own conversion tracking page. These pages will look very similar, but would have to integrate different conversion tracking codes for each of these forms, to be able to identify specific conversion rates.

Each of these forms should be forwarded to leads@chelseacorporate.com as soon as the user submits his information. Lead tracking through the back-end is optional but would help on the long-term.

Functionalities

- 100% responsive design
- A/B split testing for landing pages (these will be done in-house)
- Lead capture devices:
 - “Free Guide” pop-up when users intend to leave the website
 - Contact forms
- SSL Certificate implementation
- Social Media buttons (on-page and on-post)
- Instant call-now button on mobile phones
- Opportunities portfolio
- Interactive design

Website structure

The overall URL structure should remain the same (in order not to go down too much on SERPs), or 301 redirects should be set-up before the website goes live. Same applies to www.chelseacorporate.com and <http://chelseacorporate.com>, which should both point to the same page.

CTA’s should be displayed on every page of the website, encouraging our visitors to complete our main goal: *Becoming leads*