

TOYNBEE ASSOCIATES

WEBSITE BRIEF

Here is a brief to cover the new website for Toynbee Associates.

PREPARED BY: JOHN BRAITHWAITE

DATE: MAR 2022; UPDATE MAY 2022

Project Overview

About the Client

An established name in Structural Engineering in the South East of England, particularly in South West London, Surrey and Sussex, Toynbee Associates ('TA') is seeking to establish a new web presence to help them realise more enquiries and business into the company.

Following a review they have established a growth strategy, engaging Ergo Digital to support them in building the practice, both by increasing the quantity of new enquiries coming in as well as making the management of the services more efficient.

Website Aims

For this website, the aim is to design, develop, build and launch an informative, professional and persuasive website that funnels visitors into finding the services they are looking for and enquiring with Toynbee Associates.

The website needs to appeal to the more discerning buyer, they are not the cheapest but offer the best service and products for upmarket customers.

Logo

This is the logo to be used for the service, we would like the overall website to complement this brand feel. We have suggested a Palette below, but open to discuss with you - it needs to be professional but with one or two highlight colours.

TOYNBEE
ASSOCIATES

Suggested
Palette

A7C5BD

E5DDCB

EB7B59

CF4647

524656

Design

1. Design

In this document, we have scoped out the work required and we will be seeking a design that complements the brand/logo, and colour palette and delivers in these key areas:

- **Navigation** – The navigation on the site will be simple and easy to understand, functioning well in a full and responsive fashion. It will also connect information through tags and internal links not requiring visitors to necessarily return to the navigation in order to deliver content
- **Imagery** – we need to choose imagery which will help the visitor visualise the type of services needed. We will need to build up a range of images for TA from their reserves - which should be actual builds, some renders, and ideally some designs. It would also be useful to have some people's photos if possible. And then we can supplement this with iStockPhoto (Essentials) if acquiring stock imagery so we can fully license
- **Content and Messaging** – the content will be relatively straightforward and there will be a significant number of 'calls to action' when it comes to the site encouraging contact and engagement, ideally to book a visit or pay a deposit
- **Responsiveness** – The site will need to work for mobiles and tablets, but the layout needs to be fully considered to ensure that the is always good

Note:

- We will need to emphasise the main reasons why customers choose TA over other suppliers. These include:
 - Personal Experience - over 15 years operating on these types of projects with over 50 combined years of Engineering expertise
 - Practical - our designs are shaped to work within the budget and the vision of the owner/architect
 - Flexible - to the project requirements, working with other firms and advisors, and listening to the client
 - Efficient - we will map out the project, explain the milestones and meet them along the way to make everything run as smoothly as possible
 - Was thinking - could we offer a 'Fast Track' price for a supplementary payment?

2. Site Structure

- Home
- Engineering
 - Basements
 - Loft Conversion
 - Extensions
 - Structural Surveys
 - Temporary Works
 - Refurbishment and Conversions
 - Commercial Projects
 - Structural Design Advice
- Party Wall
 - Party Wall Notices
 - Party Wall Awards
 - Condition Schedules
 - Reviewing Engineer
- Planning
 - Structural Advice/Reviews
 - Basement Construction Method Statements (CMS)
 - Basement Impact Assessments (BIA)
 - Basement Logistics Plan
 - Basement Construction Plan
- Surveys
 - Structural Surveys
 - Structural Alterations
 - Subsidence / Insurance Claims
 - Freeholders Consent
- Partners

Split Top Tier Menu

- Gallery - all the best shots backlinking to the pages with the relevant services
- Blog (to discuss?)
- About Us (inc bios)
- Contact Us

Footer Items

- Terms of Use, Privacy & Cookies Policy, Accessibility Policy

Page Templates/Layouts

We will design these key pages for the site and develop other pages in relation to them:



- [Home](#)
- [Structural](#)
- [Sub Page \(Lofts?\)](#)
- [Partners](#)
- [Contact Us](#)

3. Development

Platform

This website will be built in a WordPress CMS so that content, menus, images and text will be editable through a single interface. Certainly, those who are used to Drupal will be relieved that WordPress is much more user-friendly with enough adaptability to ensure that there are different tiers of access and content management.

Modular Build

The way in which we build websites is modular allowing for the development and addition of further services should the need be required. So there is scope for innovation, growth and an increase in the range of services and offers without needing to replace.

Responsive

The website will be responsive from desktops to smartphones and tested in these formats to ensure that it offers an optimal user experience for all devices and there will be no loss in site functionality or user experience for those with smaller and portable devices.

Form Embedding and Tracking

We will embed trackable forms in the pages so that we can see where the conversions are happening on the site as well as test form performance as well.

Locations/Maps

We recommend making a map showing which areas you cover. Which could be similar to the one we did for this client: <https://chargebase.co.uk/>

Content Porting

We have tried to create the new site structure to carry forward the broad content in the current site, whilst offering a more manageable structure and layout.

4. Security / Hosting

Go Live Checklist

Search Optimisation

We will ensure that the website is fully set up for SEO, which will include:

- SEO management plugin for pages
- Alt Tag management for images in the site pages
- Sitemaps (HTML & XML)
- Meta keywords
- 301 Redirects (from old to new website)
- Google Webmaster Tools tags

Analytics

We will put in place the right analytics for the site so all the visits can be measured and tracked back to source and click-throughs. This is not just about adding the code but also testing to ensure that we can see the performance of different channels and activities and see the rankings rising in time.

Performance

We will need to optimise the performance of the new website, specifically the content pages and search within the site. We need to have caching of pages, compression (as far as possible) of imagery and code (particularly Javascript) as well as optimisation of hosting and server.

Security

We need to, as far as possible, secure the entire site CMS from any compromise – following all the best practices including:

- Limiting access through a different URL to the normal one
- Forcing complex and non-guessable passwords
- Not having an 'admin' username
- Limiting FTP access to the server by IP address
- Checking any plugins automatically for security issues
- Using SSL/HTTPS by default including automatic HTTP redirect to HTTPS