**Chesswork Group Web Design Brief**

**Overview and target audience**

Our company is called Chesswork Group and our main function is to provide financial advice to our clients to enable them to restructure their finances so that they save money and can then look to potential investment opportunities.

Therefore, our target audience are home owners who are paying off a mortgage and other repayment loans, such as, car loans, credit cards etc, whilst working fulltime.

**Purpose**

The intended purpose of the site is to attract new clients to our company and prompt them to enquire about using our services. As such the site is fairly basic and will offer information about the company, services offered and most importantly a call to action.

**Unique selling point**

Our unique selling point is the fact that we offer all the services that a client would need to restructure their finances e.g. debt consolidation, financial planning, investment opportunities and superannuation restructuring.

**Site traffic**

The main source of traffic to the site will be organic and therefore the SEO needs to be of a high standard and conform to industry standards and in particular follow guidelines set out by Google to ensure a high ranking.

**Responsive design**

Our site will need to be fully functional and responsive, look and feel good on desktops, tablets and mobile devices. Optimised for all major browsers including Microsoft Edge, Internet Explorer, Opera, Firefox, Google Chrome and UC (<http://www.ucweb.com>).

**Website objective**

The website will need to attract organic traffic and then convert that traffic into appointment requests through different ‘call to action’ options e.g. eBook download or direct appointment request etc.

**Website structure**

Logo, Navigation and call to action in top bar.

Main splash image as a three-image carousel promoting services

Call to action overlay on right promoting eBook or offer with user prompted for details

RedFM affiliation confirmation banner with radio show segment player (includes scroller)

Main content of page

Call to action banner e.g. Book appointment, newsletter, eBook, let us show you how

Footer – about link, address, contact form, privacy, disclaimer

**Web Content**

Text for each page is listed in an individual document.

Please use the **Services** text for the main content on the home page.

All images need to compliment text and fit with the flow and feel of the site. These images will need to be provided by the designer and should have no licence restrictions.

Icons, banners and design features need to be provided by the designer.

**Top of page anchor**

This element should float on the bottom right as the user scrolls down the page, if clicked then the user is returned to the top of the page. It should be small but obvious.

**Company colours**

Main Gold - #d7a729

Gold Gradient - #f4e4a0 - #d7a729

Main Silver - #939598

Silver gradient - #dcddde - #939598

Black and white

Call to Action

1300 295 138

Home | About | Finance | Property | Planning | Contact

Current page is highlighted in rollover colour

Chesswork Group Logo

Promotional splash image

Must relate to current page

Specific segment relating to current page – option to scroll through shows

Floating return to top ^

Call to Action promo offer overlay

eBook, Event, Podcast

Enter contact details form

**Footer – consistent on every page**

About page teaser

Contact form

Location – Google map

Company address and telephone number

Privacy statement and disclaimer

Call to Action banner

Bold headed tag line

Informative sentence prompting contact

Main Content

Possible Call to Action banner in middle of text

RedFM Affiliation and credibility banner

carousel segment option with relevant segment default for current page