

APITUDE WEBSITE BRIEF

Here is a brief to cover the new website for Apitude.

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Project Overview

About the Client

Apitude is a new entrant in the data marketplace. It is offering two direct API services to help clients access:

- Company Data
- Location Data

We also offer data services and consulting to help companies to integrate our API services and the data derived from them into their businesses.

Website Aims

The aim is to design, develop, build and launch a feature-rich website that allows visitors to explore the services, test the APIs, and then sign up with and/or contact Apitude.

Logo

This is the logo to be used for the service, we would like the overall website to complement this brand feel:



Design

1. Design

In this document, we have scoped out the work required and we will be seeking a design which complements the brand/logo and provides:

- **Navigation** – The navigation on the site will be simple and easy to understand, functioning well in 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. Also, it needs to provide a feeling of connectivity and digital business. Please choose from iStockPhoto (Essentials) if acquiring stock imagery
- **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
- **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 emphasize that the data we provide is from reputable data providers (Companies House and Ordnance Survey) - all we have done is repackaged this data into a useful format and made it easily accessible so it can be easily integrated into your business.

2. Site Structure

- Home
- Company API's
 - Company Information
 - Contact Information
 - Ownership Information
 - Financial Information (BETA)
 - Alerts and Notifications
 - Bespoke Company Data Services
- Location API's
 - Postcode API
 - Address API
 - Boundary Data API*
 - Base Mapping Map Services*
 - Themed Mapping Data*
 - Insurance
 - Flooding
 - Subsidence
 - Landslides
 - Coastal erosion
 - Census
 - Crime
 - Terrorism
 - Land Registry
 - International
- Services
 - API & Integrations
 - Location GIS Services
 - Digital Transformation
 - Technical Contractors
 - Licensing & IPR Advice

Split Top Tier Menu

- About Us
 - Pricing
- Contact Us
- Login (to the back end ordering/use page), which covers this journey:
 - Registration
 - Testing (of trial data - only one-by-one for 14-day window)
 - Pay and Authorise (Direct Debit)

* = Coming soon

Footer Items

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

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.

All the other specific areas will be managed from within the single login:

- Individual Pages
- Forms
- Analytics
- User Management
- Pages to easily launch API Requests

Modular Build

The way in which we build websites is modular allowing for development and addition of further services should the need be required. So there is scope for innovation, growth and increase in 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.

User Management

The users will be managed on the site through Wordpress and a subscription system (we will need to explore) which will help us monetise the site and manage access and subscriptions. Entries will need to be created in the Postgres database for API authorisation.

News (Blog)

We will provide for a Blog, but will initially be unpublished until we believe the website has enough traction to be worth building this for. It will, when published, cover:

- News
- New Releases / Features
- Thought-pieces
- Projects (where possible)

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 activity 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 practice 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