Website Redesign Project Scope

I need to have a new look to my website. It needs to be very professional and completive with other top concrete sealer companies and websites.

The name is Vital Coat Concrete Sealers and Coatings. We manufacture and sell concrete sealers and coatings. The purpose of the site is to be informative on all of the products and have an efficient way to purchase the product through the ecommerce functions of the website.

Things I am looking for in the site:

1. Strong landing page that will draw people in.
2. Home Page
   1. Clear Menu selection
   2. A place to display a Featured Product
   3. Display How to Video linked to Youtube Channel
   4. Social Media Icons
   5. Top Selling Products
   6. Footer
3. Internal Pages
   1. A nice banner for the product pages
   2. Display the products nicely
   3. A sidebar with the ability to sort by category and application
4. Blog Page
5. Resource Page (PDF Documents and Downloads on this page)
6. Terms and Conditions Page
7. Contact Us

I would also like to have some custom Icons. For example:

1. SDS Icon
2. TDS Icon
3. Product Manual Icon

I have attached a product trifold design that has the colors of the labels of the products and general style to help in the creative process of the website. I would like to introduce the green color in the trifold into the website as a minor color.