Florida Natural Medicine Website Project Brief

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# Project Brief

## Company Overview

Florida Natural Medicine are Doctors of Oriental Medicine and Homeopaths. Here, "Dis- ease" is treated with a variety of Natural Medicines. They use Acupuncture, Herbal Medicine and Essences from the Plant and Mineral kingdom to treat disease and affect the body in a curative direction.

It is owned and run by one Doctor at the moment, Maryann Child. She is NCCAOM Board certified and has been in practice for over 17 years in South Florida. Maryann consults and lectures worldwide to physicians and patients regarding alternative treatments for Vulvodynia and Vestibulities. Her work with patients with Vulvodynia extends to several countries. She continues to further her knowledge on women's pelvic health and related disorders. She holds many certifications in the field of Natural Medicine. Dr. Child holds certifications in Advanced Injection Therapies. She uses Homeopathy, Vitamins and Herbal formulations; she is a Classically trained Homeopathic Practitioner and Doctor of Traditional Chinese Medicine. Maryann is also a Sound Vibrational Practitioner and is certified as an Acutonic practitioner. Maryann uses many vibrational modalities such as Flower Essences and Orchid Essences. She is very fond of this gentle medical approach. The exploration and discoveries of new orchids and mushrooms species has become a passionate hobby for the Doctor. Over the last several years she has expanded her practice specialty into the field of Immunity and Autoimmune Therapies. Maryann began her studies in Natural Medicine in 1996. She has been a practitioner of the healing arts for over 18 years and incorporates many different modalities in treatment of the body. She specializes' in Women's health and their many disharmonies. She is passionate about her work and explorations.

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## Deliverables

### Wordpress Web Development

#### 1. Migration of existing content and features for [Florida Natural Medicine](http://floridanaturalmedicine.com/):

* Text and resource content migration for each page
* Sitemap
* Images/graphics
* SEO meta information (if applicable)
* Other content as needed

#### 2. Site Redesign

* New simple/clean homepage design
* Improved messaging and “tag lines” throughout site
* New premium images/graphics from HD image sources
* Image slider on homepage
* Unified color scheme
* Custom webfonts
* New navigation and submenus to help users find the information

#### 3. Wordpress and Server Installation:

* The new site will be built on the most up to date WordPress CMS foundation
* Site will be developed using the latest coding technologies, it has been optimized for best performance
* Lightweight and secure coding structure with added ‘plugin’ functionality available
* Site speed optimization
* Special SEO plugin integration
* Google translate integration
* Click to call integration
* Webmaster tools integration

#### 4. Content Management and Blogging:

* Making changes to the website will be easy. Many of the website features can be disabled in the admin area using the on/off options allowing you to choose what and where you want to display content.
* A complete blogging feature set will be included on the site to help admins and management create their own blog/news content
* Blogging will included SEO plugin integration

#### 5. Expanded Features List:

* eCommerce integration
* YOAST SEO plugin integration
* Google Translate plugin

#### 6. SEO (Search Engine Optimization):

* We are to run through each page on the site and make sure that all the pages are SEO optimized and ready to go pre-launch

#### 7. Traffic and Site Tracking:

* Setup Google Analytics to track all visitor data

#### 8. Mobile Optimization:

* The website will be built in a responsive mobile friendly way
* There will NOT be an additional mobile site in favor of the newest CSS guidelines for making one user experience across all devices
* Website will be optimized for current popular devices as well as future devices and screen sizes via a completely responsive design

## The Goal

The goal of this website is to set florida Natural Medicine up for future marketing campaigns to drive more clients to her practice. Her current site is not use friendly or well designed. We want to use a good template and create the site using Wordpress to take advantage of the marketing plugins that will help efficiently improve campaign performance.

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## Fulfillment Notes

### Sitemap

Home - <http://floridanaturalmedicine.com/index>

About - <http://floridanaturalmedicine.com/about>

Services - <http://floridanaturalmedicine.com/services>

Women’s Health - <http://floridanaturalmedicine.com/whealth>

Anxiety and Sadness - <http://floridanaturalmedicine.com/anxiety>

Arthritis and Joint Pain - <http://floridanaturalmedicine.com/arthritis>

Lower Back Treatments - <http://floridanaturalmedicine.com/lowerback>

Fertility and Infertility - <http://floridanaturalmedicine.com/fertility>

Pelvic Pain and Disorders - <http://floridanaturalmedicine.com/pelvic>

Mother’s Wellness -<http://floridanaturalmedicine.com/momswellness>

About Vulvodynia - <http://floridanaturalmedicine.com/vulvodynia>

Blog - Not Currently on site. Need to create.

Contact - <http://floridanaturalmedicine.com/contactus>

### Social Media Links

FB - <https://www.facebook.com/pages/Florida-Natural-Medicine/1561886327377463>

TW - <https://twitter.com/flnatmed>

LI - [www.linkedin.com/pub/maryann-child/9a/a01/6b7/](https://www.linkedin.com/profile/public-profile-settings?trk=prof-edit-edit-public_profile)

### Design

* The site is to be template based, not enough budget for custom design so try to stick to the theme design as much as possible
* We can use: <http://themeforest.net/item/yamato-corporate-marketing-wordpress-theme/9675802> as the theme choice for design.
* The Home page should be long scroll working as springboard to each of the top level tabs listed on the sitemap
* We can use small portions of the content on the tab pages to be on the springboard sections of the site

### Development

* Follow designs and make sure designs meet the theme template as much as possible in order to cut on development time
* Make sure to include features mentioned on [deliverables section](#h.5jv1tnffk365)