



# Website Design Brief

(April 2019)

## Introduction

**Invest in Africa** (IIA) is a not-for-profit organisation with the vision to create thriving African economies. Working in partnership with both private and public sector companies, IIA effectively identifies and tackles the challenges of doing business in Africa and delivers more impactful and cost-efficient solutions.

**Invest in Africa** is looking to redesign and redevelop its website [www.investinafrica.com](http://www.investinafrica.com)

## Project Objectives

We want our website to position **Invest in Africa** as a one stop shop for information on our initiatives, tools, events and expert opinion.

**Our measure of success would be: (2)**

1. An increase in time spent on our website
2. An increase in the general number of visits to the website

## Target audience/markets

- Local African governments
- Donor, Governmental Agencies
- Local African Businesses
- Leading international companies (cross-sector)

## Competitors

**Our nearest current competitors are:**

DAI - <https://www.dai.com/>

Invest Africa – [www.investafrica.com](http://www.investafrica.com)

Achilles - <https://www.achilles.com/>



## Call to action

Our goal is for visitors to the site to learn about our programmes and join the African Partner Pool (our flagship platform). We would also like to build an email list, so wish to encourage users to subscribe via the website. We already have a Mailchimp account to manage our mail campaigns.

## Current website

### **What we don't like about the current site:**

- Outdated, very old format, Amateurish
- Difficult to navigate
- Web layout and logic flow not optimised
- Need to be optimized across all devices
- Too static
- Needs to be given a dynamic appeal to retain visitors
- Homepage looks quite busy with too much information
- Utilize the full page feature as opposed to current middle placement.
- The domain is not secured. The website can easy be taken down by malicious hackers. This could invariable affect your email system as well is the attack is severe
- Re-design the homepage and make it more dynamic
- Investor resources could have useful links to RGD, GIPC etc
- Impact of our work could be clearer

### **What we want in of IIA website**

#### **DESIGN**

Overall Design is must be very clean, attractive and very basic

#### **SEO**

##### **Keyword Consistency**

Page's main keywords should be distributed well across the important HTML tags. The page content should be focused around particular keywords we would like to rank for. Ideally these keywords should also be distributed across tags such as the Title, Meta and Header tags.

##### **Meta Description Tag**



Page must have a Meta description tag. A Meta description is important for search engines to understand the content of the page and is often shown as the description text blurb in search results.

#### **Friendly URLs**

All the website link URLs must appear friendly to humans and/or search engines.

#### **Image Alt Attributes**

All images on the website pages must have ALT attributes.

### **USABILITY**

#### **Favicon**

The website must have a favicon. Favicons are a way to increase brand visibility and make the pages more recognizable when browsing amongst multiple browser tabs or bookmarks.

### **PERFORMANCE**

Good but can be better.

#### **Optimize Images**

Website images should be properly optimized. Properly formatting and compressing images can have a significant impact on page load performance.

### **SOCIAL MEDIA** (Good)

#### **Social Connection**

Include social media profile links on the Contact Us page.

Include Instagram profile link on the website.

### **SECURITY**

#### **HTTPS Redirect**

The website should be accessed via HTTPS (SSL secure) by default.

## **Technical Requirements**

1. The website must be built using **Laravel** web framework
2. The website should be multi-lingual, and should be available in **English** and **French**
3. IT should be ready to be deployed in an Azure hosted environment
4. The website should have MySQL DB backend
5. The website **MUST** be SEO ready