**Website Brief for freelancingtogether.com**

**Brief Date –** 13th April 2022

**Deadline –** June 2022 launch

**Target Audience – Global Audience covering the following users**

* Freelancers
* Contractors
* Trade bodies
* Thought leaders in this sector
* Recruiters
* Corporate end hirers that engage Freelancers.

**Brand & Identity –** Uploaded with the brief)

**Page Copy** – To be supplied

**Brief Overview –**

Freelancing together will be a website specifically focused on promoting, servicing, and educating freelancers globally.

The website will have 3 main purposes

1. A blog / News site talking all things freelancing from the perspective of Andrew Fahey. These will be specific blog articles, pod casts and the re sharing and commenting of other news articles in and around the sector.
2. A social forum for freelancers to engage and collaborate on certain subject matter. This will not be a free form community but an ability for people to respond to debate, share stories and experiences.
3. A forum to promote partners and services that are applicable and relevant to freelancers globally. This will act as an introducer / marketing / lead generation service.

**Tech Requirements**

* **Domain** – [www.freelancingtogether.com](http://www.freelancingtogether.com) (purchased)
* **CMS** - WordPress
* **Theme/Builder** – Elementor Pro (Licence to be supplied)
* **Pages Required** - 5
  + Home
  + About
  + Blog Home
    - Blog Template
  + Community – Linking to a <https://tribe.so> account (will be subdomain)
  + Partners and Services
  + Social
  + Contact
* **Plugins**
  + GA / Tag Manager (Codes to be supplied)
  + Image optimiser - <https://optimole.com>
  + Yoast SEO - <https://yoast.com/wordpress/plugins/seo/>
  + Spam tool - <https://akismet.com>
  + Full Social Media Integration (Feeds on pages) <https://elfsight.com/social-feed-widget/elementor/>
  + Podcast integration

<https://www.buzzsprout.com/wordpress-podcast-plugin>   
Using this as a podcast system