WEBSITE PROPOSAL

WEB DEVELOPMENT (INTRODUCTION

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PHLOID RIKHOTSO

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# Research and Planning

## Organisation Overview:

Name:Vulambya Engineering Services

## Provide a brief history of the organisation.

Established in 2007, Vulambya Engineering Services is a South African owned company specialising in welding, fabrication, and industrial maintenance. Over the years, the company has served clients in agriculture, manufacturing, and construction industries.

Mission: To deliver safe, precise, and reliable engineering solutions.

Vision: To become the leading provider of specialised welding and fabrication in Southern Africa.

Target audience:Industrial clients, contractors, farmers, and businesses requiring custom fabrication.

# Website Goals and Objectives

## Goals:

* Showcase services (welding, fabrication, maintenance).
* Improve brand credibility with a professional online presence.
* Generate inquiries from potential clients.

## KPIs:

* 200+ monthly visitors within the first 6 months.
* 10% increase in service inquiries via website.
* At least 15 monthly quote requests submitted.

# Current Website Analysis (if applicable):

* Currently no professional website, only offline marketing and referrals.
* Weaknesses: Lack of digital presence, difficult for new clients to verify expertise.
* Improvement areas: A modern website will build trust and open new customer channels.

# Proposed Website Features and Functionality:

* Homepage with key services and call to action
* About Us page with company history and mission.
* Products and services page (welding, fabrication, maintenance)
* News and Updates page for announcements and industry news.
* Contact Us page with email address, phone number, and map.

# Design and User Experience:

* **Colour scheme**: Sky blue(trust), white(precision).
* **Typography**: Aptos(heading), Arial(body)
* Layout and design: Professional, industrial, clean lines.
* **User experience:** Mobile friendly, quick navigation, clear calls to action.
* **Wireframe:**

# Technical Requirements: · Identify hosting and domain name requirements and programming languages and frameworks (e.g., HTML, CSS, JavaScript).

* Hosting: Shared hosting with SSL security.
* Domain: [www.vulambyaengineering.co.za](http://www.vulambyaengineering.co.za)
* Language:HTML

# Timeline and Milestones:

* Week 1: Research and content planning.
* Week 2: Design and development.
* Week 3: Testing and feedback.
* Week 4: Launch

# Budget:

* Development: R15 000 - 00
* Domain and Hosting: R1 500 – 00 per year
* Maintenance: R800 per month.

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