

OVERVIEW OF WEB SITE REQUIREMENT

Our business is in its early stages of development. We wish to be able sell ceramics from all over the world. Our website will be our only way of doing business. We want people to find our products by searching the web. The website should provide detailed information about the products and enable visitors to make on-line purchases eventually.

SEARCH ENGINE OPTIMISATION

2.1 Search Engine Ranking

The website should be accessible to search engine spiders and be coded with good on-page search engine optimisation.

The website should have a good social media presence.

LIST OF PAGES

3.1 Home Page

The home page will give visitors an overview of our services.

3.2 Products List

This page will give an overview of each of our products

3.3 Products Detail Pages

For each product there will be two pages. The first will provide a detailed summary of the product including prices and photographs. The second will contain a detailed specification.

3.4 On Line Shop

Each product page will have a link that will allow visitors to place an order on-line.

3.5 About Us

Details about our company and personnel.

3.6 Contact Us

Full contact details including a map.

3.5 Site Map

A site map should be provided showing the structure of the site and linking to every page on the site.

4.0 STYLE AND LAYOUT

4.1 Overall Style

The site style should incorporate our corporate colours and logo.

4.2 Navigation

A common navigation bar should be included on all pages. The navigation bar will include links to the home page, products list, about us, and contact details.

5.0 ADDITIONAL REQUIREMENTS

5.1 Accessibility

This site must comply with the standards of accessibility contained in W3C WAI (World Wide Web Consortium Web Accessibility Initiative) level A Guidelines.

5.2 Valid Code

All code on the site should validate to W3C (World Wide Web Consortium) specifications.