**Website Project Proposal**

WEDE5020

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# *1. Organisation Overview*

**Name:** Maeddy’s Electrical

Maeddy’s Electrical is a fictional solar installation company created for this web development project, conceptualised as operating in Limpopo, South Africa. This hypothetical business model represents a typical small to medium-sized electrical contractor specialising in solar panel installations for residential homes, commercial buildings, retail stores, and bakeries.

The fictional organisation profile focuses on delivering high-quality, reliable solar energy systems that would help customers reduce electricity costs while contributing to environmental sustainability. The company profile includes realistic industry credentials such as licensing, insurance, and a seven-year operational history to create an authentic business representation for web development purposes.

**Mission Statement:** To provide affordable, reliable, and sustainable solar energy solutions that help customers reduce their carbon footprint while achieving significant savings on electricity costs.

**Vision Statement:** To become the leading solar installation company in South Africa, contributing to a cleaner and more sustainable future for all communities.

**Target Audience:** Homeowners, small business owners, commercial property managers, and retail establishments seeking cost-effective energy solutions in Limpopo and surrounding provinces.

***2. Website Goals and Objectives***

The primary objective of this website is to create a professional online presence that effectively showcases Maeddy’s Electricals expertise and generates qualified leads for solar installation projects. The website serves as a comprehensive digital marketing tool designed to educate potential customers about solar energy benefits while establishing trust and credibility in the competitive renewable energy market.

## Specific Goals:

* Increase customer inquiries by 40% through improved online visibility
* Generate a minimum of 20 qualified leads per month through the quote request system
* Reduce customer acquisition costs by establishing a strong digital presence
* Educate potential customers about solar energy benefits and installation processes
* Showcase completed projects to build trust and demonstrate expertise

## Key Performance Indicators (KPIs):

* Monthly quote form submissions
* Website traffic growth rate
* Average session duration and engagement metrics
* Mobile conversion rates
* Search engine ranking improvements for relevant keywords

# *3. Current Website Analysis*

Currently, Maeddy’s Electrical relies primarily on social media presence through Facebook and Instagram, along with WhatsApp communication for customer contact. While these platforms provide some visibility, the lack of a professional website limits the company's ability to compete effectively in the digital marketplace and provide comprehensive information to potential customers.

## Identified Weaknesses:

* No centralised online presence for detailed service information
* Limited ability to showcase portfolio and customer testimonials
* Difficulty in capturing and managing lead information systematically
* Reduced credibility compared to competitors with professional websites
* Limited search engine visibility for local solar installation searches

# *4. Proposed Website Features and Functionality*

The proposed website will include five primary pages designed to guide visitors through the customer journey from awareness to action:

**Homepage (index.html):** Features a compelling hero section with a clear value proposition, service overview, company statistics, and prominent call-to-action buttons directing visitors to quote requests.

**About Us (about.html):** Comprehensive company history, mission and vision statements, team expertise highlights, licensing and insurance information, and trust-building elements including years of experience and customer satisfaction rates.

**Services (services.html):** Detailed breakdown of residential, commercial, and specialised solar solutions, installation process timeline, maintenance and support services, and warranty information with clear benefit statements.

**Enquiry (enquiry.html):** Interactive project gallery showcasing completed installations, comprehensive quote request form with property type selection and budget estimation, customer testimonials, and detailed information about what customers receive with their quote.

**Contact (contact.html):** Multiple contact methods including phone, email, WhatsApp integration, social media links, service area information, and a contact form for general inquiries.

# *5. Design and User Experience*

The website design emphasises professionalism and trust through a clean, modern aesthetic that reflects the company's expertise in cutting-edge solar technology. The colour scheme utilises professional blues and whites, symbolising reliability and clean energy, while maintaining excellent readability across all devices.

**Proposed Colour Palette:** Primary blue (#2563eb), secondary navy (#1e40af), accent white (#ffffff), and neutral greys for text hierarchy.

**Typography:** Sans-serif fonts for modern appeal and excellent web readability, with clear hierarchy using font weights and sizes to guide user attention.

**Layout Design:** Grid-based responsive design ensuring optimal viewing across desktop, tablet, and mobile devices, with intuitive navigation and strategic placement of conversion elements.

**User Experience Considerations:** Streamlined navigation structure, fast loading times, clear call-to-action buttons, mobile-first responsive design, and accessibility features including semantic HTML and proper contrast ratios.

# *6. Technical Requirements*

The website will be developed using modern web standards, including HTML5 for semantic content structure, CSS3 for advanced styling and responsive design, and JavaScript for interactive functionality and form handling.

**Programming Languages:** HTML5, CSS3, JavaScript

**External Libraries:** Font Awesome for professional iconography

**Hosting Requirements:** Standard web hosting with SSL certificate support

**Domain Recommendations:** maeddyselectrical.co.za or similar professional domain

# *7. Timeline and Milestones*

**Phase 1 - Foundation (Completed):** Project planning, content research, file structure creation, basic HTML development

**Phase 2 - Development (In Progress):** Advanced CSS styling, responsive design implementation, JavaScript functionality

**Phase 3 - Optimisation (Future):** SEO implementation, performance optimisation, final testing and deployment

**Key Milestones:**

* Initial HTML structure completion
* Responsive design implementation
* Form functionality integration
* Content optimisation and testing
* Repository setup and documentation

# *8. Budget Estimation*

This budget reflects realistic market rates for small business website hosting and maintenance in South Africa.

**Development Costs:** R0 (Student project)

**Annual Hosting:** R800-1,200

**Domain Registration:** R200-400 annually

**Maintenance:** R2,000-4,000 annually

**Total First Year:** R3,000-5,600

**9. References**

1. W3Schools. (2024). *HTML5 Semantic Elements*. Retrieved from <https://www.w3schools.com>
2. Mozilla Developer Network. (2024). *CSS Grid Layout Guide*. Retrieved from <https://developer.mozilla.org>
3. Font Awesome. (2024). *Icon Library Documentation*. Retrieved from <https://fontawesome.com>