

Ceedee Project Documentation

Client Content Requirements Guide

Prepared by: Development Team

Date: November 2025

Version: 2.1

1. Company Information (Updated)

Basic Details (Updated)

- Company Name (official registered name)
- Tagline/Slogan (5-10 words)
- Founded Year
- Registration Details (company registration number, tax ID)

Contact Information

- Physical Address with postal code
- Phone Numbers (primary, secondary, toll-free)
- Email Addresses (general, support, sales)
- Website URL
- Social Media Links (Facebook, LinkedIn, Twitter, Instagram, YouTube)

About Us Content (Updated)

- **Company Overview:** 150-250 words describing core business
- **Mission Statement:** 30-50 words, clear and concise
- **Vision Statement:** 30-50 words, future aspirations
- **Core Values:** 3-5 values with descriptions (20-30 words each)
- **Company History:** 200-400 words or timeline format
- **Achievements/Milestones:** 100-200 words, key accomplishments

Leadership Team

Quantity Required: 4-8 key executives

For each team member provide:

- Name and Position
- Bio: 80-150 words
- High-resolution headshot photo (minimum 800x800px, preferred 1200x1200px, PNG or JPG)
- LinkedIn Profile (optional)

Logo and Branding Assets (Updated)

- **Primary Logo:** SVG preferred, or PNG with transparent background (minimum 1000px width)
- **Logo Variations:** White version, dark version, icon-only version
- **Brand Colors:** Hex codes for primary and secondary colors

Company Photos

- **Office/Facility Exterior:** 2-3 images at minimum 1920x1080px
 - **Office Interior/Workspace:** 3-5 images at minimum 1920x1080px
 - **Team Photos:** 2-3 group photos at minimum 1920x1080px
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2. Services & Products (Updated)

Recommended Total: 4-12 services/products to showcase

Content Requirements for Each Service/Product (Updated)

- **Title:** 3-7 words
- **Short Description:** 30-50 words (for preview cards)

- **Detailed Description:** 200-400 words (features, benefits, applications)
- **Key Features:** 4-8 bullet points (10-20 words each)
- **Specifications/Technical Details:** 100-300 words or table format
- **Pricing Information:** Starting price, tiers, or "Contact for quote"
- **Use Cases:** 2-4 examples (30-50 words each)

Media Assets per Service/Product (Updated)

- **Hero/Banner Image:** 1 image at minimum 1920x1080px
- **Supporting Images:** 3-6 images at minimum 1200x800px
- **Custom Icons:** SVG format, 512x512px (optional)
- **Brochures/PDFs:** Optimized files under 5MB each (optional)
- **Videos:** MP4 format under 50MB (optional)

3. News & Events

News Articles (Updated)

Recommended Quantity: 6-12 initial articles

For each article provide:

- **Headline:** 5-12 words
- **Summary/Excerpt:** 50-80 words
- **Full Article Content:** 300-800 words
- **Publication Date**
- **Author Name** (writer name or "Company Team")
- **Category/Tags:** 2-4 relevant tags
- **Featured Image:** 1 image at minimum 1200x630px (ideal for social sharing)
- **Additional Images:** 0-3 supporting images within article

Upcoming Events

Recommended Quantity: 3-6 events

For each event provide:

- **Event Title:** 5-10 words
- **Event Description:** 150-300 words
- **Date & Time:** Start and end date/time
- **Location:** Venue name, address, or "Virtual Event"
- **Event Type:** Conference, webinar, trade show, etc.
- **Registration Link/Instructions**
- **Event Image/Banner:** 1 image at minimum 1920x1080px

Past Events (Updated)

Recommended Quantity: 6-12 events with photos

- **Event Gallery:** 4-8 images per event at minimum 1200x800px each

4. Careers

Career Page Overview Content (Updated)

- **Careers Introduction:** 150-250 words about company culture
- **Benefits & Perks:** 6-12 benefits with descriptions (15-30 words each)
- **Work Environment Description:** 100-150 words
- **Employee Testimonials:** 2-4 testimonials (50-80 words each, with names and positions)

Job Listings

Specify current number of open positions.

For each position provide:

- **Job Title**
- **Department/Team**

- Location (city, country, or "Remote")
- Employment Type (full-time, part-time, contract, internship)
- **Job Summary:** 50-100 words
- **Responsibilities:** 5-10 bullet points (15-30 words each)
- **Requirements/Qualifications:** 5-10 bullet points
- **Preferred Qualifications:** 3-5 bullet points (optional)
- **Salary Range:** Salary band or "Competitive" (optional)
- Application Instructions

Career Section Images (Updated)

- **Office Culture Photos:** 6-10 images at minimum 1200x800px
- **Team Building/Events:** 4-6 images at minimum 1200x800px
- **Workplace Facilities:** 3-5 images at minimum 1200x800px

5. CSR (Corporate Social Responsibility) (Updated)

CSR Overview (Updated)

- **CSR Mission Statement:** 50-100 words
- **Focus Areas:** 3-5 key areas (environment, education, health, community, etc.)
- **Overall CSR Description:** 200-300 words

CSR Projects/Initiatives (Updated)

Recommended Quantity: 4-8 major initiatives

For each project provide:

- **Project Title:** 5-10 words
- **Description:** 200-400 words (goals, activities, impact)
- **Date/Duration:** When project took place or ongoing status
- **Location:** Where implemented
- **Impact Metrics:** Quantifiable results (e.g., "500 trees planted", "100 students educated")
- **Partner Organizations:** Names and descriptions (if any)

CSR Media Assets per Project (Updated)

- **Featured Image:** 1 image at minimum 1920x1080px
- **Activity Photos:** 6-12 images at minimum 1200x800px
- **Before/After Photos:** 2-4 images (if applicable)
- **Infographics:** Visual representation of impact (optional)

6. Legal & Compliance (Updated)

Required Legal Documents (Updated)

- **Privacy Policy:** 1000-2000 words (or per legal requirements)
- **Terms of Service:** 1000-2000 words (or per legal requirements)
- **Cookie Policy:** 300-500 words (cookie usage explanation)
- **Disclaimer:** 200-400 words (if applicable)
- **Return/Refund Policy:** 300-600 words (if applicable for products)

Important: All legal documents should be reviewed and approved by legal counsel.

7. Media & Assets (Updated)

Hero Section & Landing Page (Updated)

- **Main Headline:** 5-10 words (impactful tagline)
- **Subheadline:** 15-25 words supporting the headline
- **Call-to-Action Text:** 2-4 words (e.g., "Get Started", "Learn More")
- **Hero Background Images:** 3-5 images at minimum 1920x1080px (preferred 2560x1440px)
- **Hero Video:** 10-30 seconds, MP4 format, under 20MB (optional)

Key Statistics/Achievements

Quantity Required: 4-6 metrics for landing page

For each metric provide:

- Metric Title (2-4 words)
- Number/Value (actual statistic)
- Brief Description (5-10 words)
- Example: "500+ Projects Completed", "20 Years of Excellence"

General Website Images (Updated)

- **Background Images/Patterns:** 3-5 images at minimum 1920x1080px
- **Icon Set:** SVG format, consistent style (as needed)
- **Decorative Elements:** Brand-specific graphics (as needed)

Favicon & App Icons (Updated)

- **Favicon:** 512x512px PNG (will be resized for browser use)
- **App Icons:** Various sizes for iOS/Android (if PWA features needed)

Quick Reference Checklist

Use this checklist to track your content preparation progress:

Company Essentials (Updated):

- [] Company basic information and contact details
- [] Company logo (all variations) and brand assets
- [] About us content (mission, vision, history)
- [] Leadership team bios and photos (4-8 members)

Services & Marketing (Updated):

- [] All services/products descriptions and images
- [] Hero section content and images (3-5 hero images)
- [] Key statistics/achievements (4-6 metrics)

News & Events (Updated):

- [] News articles (minimum 6-12)
- [] Events information and images (3-6 upcoming, 6-12 past)

Careers & Culture (Updated):

- [] Career openings and company culture content
- [] Office culture photos (6-10 images)

Social Responsibility (Updated):

- [] CSR initiatives descriptions and photos (4-8 projects)

Trust & Credibility (Updated):

- [] Client testimonials (6-12) and ratings
- [] Partner logos (12-24)

Legal & Compliance (Updated):

- [] Privacy Policy
- [] Terms of Service
- [] Cookie Policy
- [] Other legal documents (if applicable)

Technical Assets (Updated):

- [] Contact information for all locations
- [] SEO metadata for all pages
- [] All high-resolution images organized and labeled
- [] Favicon and app icons

Content Submission

How to Submit:

1. Review the checklist and gather all required information and assets
2. Organize content according to the file structure provided in this document
3. Submit content to the development team via:
 - Cloud storage link (Google Drive, Dropbox, OneDrive)
 - FTP/SFTP (credentials will be provided separately)
 - Project management platform (if applicable)

Submission Checklist:

- [] All files properly named
- [] Content organized in folder structure
- [] Images optimized for web
- [] Text content in editable formats
- [] Contact information sheet included
- [] Brand guidelines included (if available)

Contact Information

For any questions or clarifications regarding content requirements, please contact:

Project Manager: [Name & Email]

Content Coordinator: [Name & Email]

Technical Lead: [Name & Email]

File Sharing: [Provide link or instructions]

Content Summary

Estimated Total Content Required:

- Words: Approximately 8,700 - 26,150 words
- Images: Approximately 127 - 417 images
- Preparation Time: 6-8 weeks (phased approach recommended)

Key Categories:

- Company Info: 400-750 words, 8-15 images
- Leadership: 320-1200 words, 4-8 photos
- Services/Products: 1200-6000 words, 16-84 images
- News: 1800-9600 words, 6-36 images
- Events: 450-1800 words, 27-99 images
- Careers: 500-1000 words, 13-21 images
- CSR: 1000-3400 words, 32-112 images
- Testimonials: 480-1800 words, 6-12 logos
- Partners: 12-24 logos
- Legal: 2500-6500 words
- Hero/Landing: 50-100 words, 3-5 images

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Last Updated: November 28, 2025

Thank you for your collaboration! We look forward to working with you to create an exceptional website.