

# Ceedee Project Documentation

## Client Content Requirements Guide

**Prepared by:** Development Team

**Date:** November 2025

**Version:** 2.0

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## Overview

Ceedee is a full-stack project with a React-based frontend and Node.js/Express backend. The current implementation uses dummy data for development and prototyping.

This documentation outlines the real information and content required from clients to replace the dummy data and launch the project with production-ready content.

**Purpose:** Provide clear specifications for content requirements, word counts, image quantities, format standards, and delivery timeline.

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## 1. Company Information

### Basic Details

- 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

- **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

- **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

**Recommended Total:** 4-12 services/products to showcase

### Content Requirements for Each Service/Product

- **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

- **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)

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## 3. News & Events

### News Articles

**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

**Recommended Quantity:** 6-12 events with photos

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

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## 4. Careers

### Career Page Overview Content

- **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

- **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

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## 5. CSR (Corporate Social Responsibility)

### CSR Overview

- **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

**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

- **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)

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## 6. Client Testimonials & Partners

### Client Testimonials

**Recommended Quantity:** 6-12 testimonials

For each testimonial provide:

- Client Name or Company Name
- Position/Title (role at their company, optional)
- **Testimonial Text:** 80-150 words
- **Rating:** 5-star rating (optional)
- **Client Photo or Company Logo:** Square format at minimum 400x400px
- Date when testimonial was given (optional)

## Partner Companies/Clients

**Recommended Quantity:** 12-24 partner logos

For each partner provide:

- Company Name
  - **Company Logo:** PNG with transparent background at minimum 500px width
  - **Partnership Description:** 50-100 words (optional)
  - Website URL (optional)
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## 7. Legal & Compliance

### Required Legal Documents

- **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.

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## 8. Media & Assets

### Hero Section & Landing Page

- **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

- **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

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

### Videos

- **Company Overview Video:** 1-2 minutes, MP4 format, H.264 codec
  - **Product/Service Demos:** As needed per product
  - **File Size:** Under 50MB or provide YouTube/Vimeo links
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## Data Format Guidelines

### Text Content Formats

- File Types: Microsoft Word (.docx), Google Docs, or plain text (.txt)
- Language: Specify preferred language(s) for content

- Tone: Professional, clear, aligned with brand voice
- Writing Style: Third person for company descriptions

## Image Requirements

### Format Standards:

- File Format: JPG or PNG
- Naming Convention: Descriptive names (e.g., "company-logo.png", "service-consulting.jpg")
- Logos/Icons: SVG preferred for scalability, or PNG with transparent background

### Quality Standards:

- Hero/Banner images: Minimum 1920x1080px, Aspect Ratio 16:9
- Content images: Minimum 1200x800px, Aspect Ratio 3:2 or 4:3
- Profile photos: Minimum 800x800px, Aspect Ratio 1:1 (square)
- Social sharing images: 1200x630px, Aspect Ratio 1.91:1

### File Size Guidelines:

- Target: Under 500KB per image while maintaining quality
- Hero images: Can be larger if needed for quality, but optimize where possible
- Logos: Should be as small as possible while maintaining clarity

## Video Requirements

- Format: MP4, H.264 codec
- File Size: Under 50MB each
- Alternative: Provide YouTube/Vimeo links for larger files
- Resolution: 1080p preferred, 720p minimum

## Documents/PDFs

- File Size: Optimized PDFs under 5MB each
- Naming: Use descriptive, consistent naming convention
- Content: Ensure all text is selectable (not scanned images)

## Structured Data

- Links: All links should be verified and up-to-date
- Data Format: Job listings, events, products can be provided in Excel/CSV, JSON format, or Word/Google Docs tables

## File Organization Structure

Please organize content using this folder structure:

```
Content_Delivery/
  |
  +-- 01_Company_Info/
      |
      +-- logos/
          |
          +-- primary-logo.svg
          +-- primary-logo.png
          +-- logo-white.svg
          +-- logo-dark.svg
          +-- logo-icon.svg
      |
      +-- team_photos/
          |
          +-- john-doe.jpg
          +-- jane-smith.jpg
          +-- ...
      |
      +-- office_photos/
          |
          +-- exterior-01.jpg
          +-- interior-01.jpg
          +-- ...
      |
      +-- about_us.docx
  |
  +-- 02_Services_Products/
      |
      +-- service_1/
          |
          +-- description.docx
          +-- hero-image.jpg
          +-- image-01.jpg
          +-- image-02.jpg
```

```
|- brochure.pdf
|- service_2/
|- ...
|
+- 03_News_Events/
  |- news_articles/
    |- article-001/
      |- content.docx
      |- featured-image.jpg
      |- supporting-images/
      ...
  |- events/
    |- event-001/
      |- details.docx
      |- banner.jpg
      |- gallery/
      ...
|
+- 04_Careers/
  |- job_listings/
    |- job-001.docx
    |- job-002.docx
    ...
  |- office_culture_photos/
  |- career_overview.docx
  |- benefits.docx
|
+- 05_CSR/
  |- project_1/
    |- description.docx
    |- featured-image.jpg
    |- activity-photos/
  |- project_2/
  ...
|
+- 06_Testimonials_Partners/
  |- testimonials/
    |- testimonials.docx
    |- client-photos/
  |- partner_logos/
    |- partner-01.png
    |- partner-02.png
    ...
|
+- 07_Legal_Documents/
  |- privacy-policy.docx
  |- terms-of-service.docx
  |- cookie-policy.docx
  |- disclaimer.docx
|
+- 08_Hero_Landing/
  |- hero-content.docx
  |- hero-image-01.jpg
  |- hero-image-02.jpg
  |- hero-video.mp4
  |- statistics.docx
|
+- 09_Additional_Assets/
  |- backgrounds/
  |- icons/
  |- favicon/
  |- videos/
```

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## Quick Reference Checklist

Use this checklist to track your content preparation progress:

**Company Essentials:**

- [ ] 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:**

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

#### **News & Events:**

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

#### **Careers & Culture:**

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

#### **Social Responsibility:**

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

#### **Trust & Credibility:**

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

#### **Legal & Compliance:**

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

#### **Technical Assets:**

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

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## **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)

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## **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]

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