

CMS Requirements Specification - wizdevtech.com

CMS Requirements Specification for wizdevtech.com

Based on Current Site Analysis + SEO Strategy

ØÜÈ C U R R E N T S I T E S T A T E (a s o f D e c 2 5 , 2 0 2 5)

Site Analysis:

- **Current Pages:** 1 (homepage only)
- **OTTO Status:** ' Installed & Active (OTTO pixel deployed)
- **Technical Score:** 92/100 (excellent foundation)
- **Content Score:** 0/100 (no content pages yet)
- **Authority Score:** 0/100 (new site, no backlinks)
- **UX Signal Score:** 0/100 (insufficient data)
- **Organization Schema:** ' Deployed (JSON-LD active)
- **Deployed Technical Fixes:** 5 completed

Page titles '

Meta descriptions '

Canonical links '

Twitter site property '

Organization schema '

Detected CMS: None (currently static or basic HTML)

ØÙÙ S E O C O N T E N T N E E D E D (W h a t C M S M u s t M a n a g e)

Content Pages to Create

Total Content to Manage:

- **3 Service Pages** (2,000-2,200 words each)

Project Rescue Services

Embedded Execution Team

Technical Audit & Assessment

- **4 Blog Posts** (1,800-2,400 words each)

Why Projects Fail: 7 Common Reasons

Refactor vs. Rewrite: How to Decide

How to Organize Chaotic Data

Why Throwing Money at Failing Projects Doesn't Work

Total Content Volume: ~19,000 words across 8 pages Publishing Timeline: Phase 1 (Weeks 1-4)

Ø=Pàp REQUIRED CMS FEATURES

1b à CORE CONTENT MANAGEMENT

Page Types:

- [] Service Pages template (reusable for 3 services)
- [] Blog Post template (reusable for blog articles)
- [] Homepage template (already exists)
- [] Landing page template (for CTAs/offers)
- [] Case study template (for future testimonials)

Content Editor:

- [] WYSIWYG editor (visual + code view)
- [] Support for rich text formatting (bold, italic, lists, quotes)
- [] Media library (image uploads, alt text required)
- [] Drag-and-drop page builder OR section-based layout
- [] Version control/revision history
- [] Scheduled publishing (publish on specific dates/times)
- [] Auto-save functionality

Page Organization:

- [] Folder/category system for grouping pages
- [] URL slug customization
- [] Page hierarchy/parent-child relationships
- [] Breadcrumb navigation auto-generation

2b à SEO METADATA MANAGEMENT

Per-Page Meta Fields:

- [] Page Title (60 char limit indicator)

Example: "Project Rescue Services | Fix Failing Projects Fast"

- [] Meta Description (160 char limit indicator)

Example: "Professional project rescue services for failing projects..."

- [] Focus Keyword(s) field

Track up to 3-5 primary keywords per page

Visual indicator showing keyword density in content

Open Graph (Social Media):

- [] OG Title
- [] OG Description
- [] OG Image (preview)
- [] OG URL
- [] OG Type (article, website, etc.)

Twitter Card:

- [] Twitter Title
- [] Twitter Description
- [] Twitter Card Type (summary, summary_large_image, etc.)
- [] Twitter Site (@handle)
- [] Twitter Creator (@handle)

Technical SEO Meta:

- [] Canonical URL field (auto-populate with current URL)
- [] Robots meta (index/noindex, follow/nofollow)
- [] Language declaration (auto-set to English)
- [] Viewport settings (responsive design)
- [] Character set (UTF-8)

Content Fields:

- [] H1 Heading (with character count indicator)
- [] H2 Subheadings (multiple allowed, with count)
- [] Keywords throughout content (highlight keywords in editor)
- [] Internal link tracking (shows links within page)
- [] External link tracking (shows outbound links)
- [] Word count display (target: 1,800-2,400 words for pages)
- [] Reading time estimate

3b à SCHEMA MARKUP MANAGEMENT

Schema Types Needed:

Organization Schema (Site-wide, already deployed):

- [] Company name
- [] Logo URL
- [] Business address
- [] Phone number
- [] Email
- [] Website URL
- [] Social profiles (Twitter, Instagram, TikTok)
- [] Business description
- [] VAT/Tax ID
- [] Status: 'Currently deployed via OTTO'

Service Schema (For each service page):

- [] Service name
- [] Service description
- [] Service area (geographic coverage)
- [] Price information
- [] Availability
- [] Rating/reviews (when testimonials added)

Article/BlogPosting Schema (For each blog post):

- [] Headline
- [] Description
- [] Image
- [] Author name
- [] Date published
- [] Date modified
- [] Article body
- [] Word count
- [] Keywords

BreadcrumbList Schema (Navigation):

- [] Auto-generate from page hierarchy
- [] Breadcrumb structure (Home > Services > Project Rescue)
- [] URL and name for each breadcrumb level

FAQPage Schema (When FAQ section added):

- [] Question field
- [] Answer field
- [] Expandable Q&A pairs

LocalBusiness Schema (If adding local services):

- [] Business name
- [] Address
- [] Phone
- [] Service radius
- [] Hours of operation

4b INTERNAL LINKING MANAGEMENT

Internal Link Tracking:

- [] Anchor text field (suggest good/bad anchors)
- [] Link context preview (show where link appears)
- [] Link count per page (track total internal links)
- [] Linked pages list (show all pages this page links to)

- [] Incoming links list (show which pages link to this page)
- [] Broken link detection (identify 404 links)
- [] Orphaned page detection (pages with no incoming links)

Link Strategy:

- [] Internal linking suggestions tool

Suggest related pages to link to based on keywords

Show which pages link to which (link map)

- [] Link anchor text recommendations

Warn against keyword stuffing

Suggest natural anchor text variations

Internal Link Structure for wizdevtech.com:

- Homepage !' Links to all 3 service pages
- Service Pages !' Link to each other (cross-linking)
- Blog Posts !' Link to related service pages
- All pages !' Link to main CTA (contact/demo page)

5b a CONTENT OPTIMIZATION TOOLS

Readability Analysis:

- [] Readability score (Flesch-Kincaid)
- [] Paragraph length analysis (warn if too long)
- [] Sentence length analysis
- [] Passive voice detection
- [] Keyword density analysis (target 1-3%)
- [] Content length analysis (word count vs target)

SEO Score:

- [] Overall SEO score (0-100) per page
- [] Checklist of SEO requirements:

Has H1 (20-70 characters)

Has meta description (120-160 characters)

Has page title (50-60 characters)

Has focus keyword

Keyword appears in H1, meta description, first 100 words

Has internal links

Has external links

Has schema markup

Has alt text on images

Has OG tags (for social sharing)

Content Comparison:

- [] Show top-ranking competitor content
- [] Compare word count vs competitors
- [] Compare structure vs competitors
- [] Content gap analysis (missing topics)

6b à MEDIA & IMAGE MANAGEMENT

Image Upload & Optimization:

- [] Drag-and-drop image upload
- [] Automatic image optimization (compression, sizing)
- [] Alt text field (REQUIRED for SEO)
- [] Image title field
- [] Image caption field
- [] Image source attribution
- [] Image size specifications (recommend dimensions)
- [] Multiple format support (JPG, PNG, WebP)

Image Library:

- [] Central media library
- [] Image organization by folder/category
- [] Search images by name/alt text
- [] Reuse images across pages
- [] Bulk upload capability
- [] Image CDN integration (for fast loading)

7b à PUBLISHING & WORKFLOW

Publishing Options:

- [] Draft status (unpublished work)
- [] Scheduled publishing (set date/time to auto-publish)
- [] Preview before publishing
- [] Publish immediately
- [] Save as revision (keep history)
- [] Archive old content (hide without deleting)
- [] Unpublish (remove from live site)

Publishing Workflow:

- [] Multi-step review process (Author → Editor → Publish)
- [] Change notification (email when content changes)
- [] Approval workflow (require sign-off before publishing)
- [] Version comparison (see what changed between versions)
- [] Rollback capability (revert to previous version)

Bulk Operations:

- [] Bulk publish multiple pages
- [] Bulk edit (change meta tags across multiple pages)
- [] Bulk delete
- [] Bulk move to category

8b ANALYTICS & TRACKING INTEGRATION

Google Analytics Integration:

- [] GA4 connection (authenticate with Google)
- [] Track page views per content page
- [] Track user engagement (time on page, scroll depth)
- [] Track conversions (form submits, CTA clicks)
- [] Track traffic sources (organic, direct, referral)
- [] Show analytics dashboard in CMS

Conversion Tracking Events:

- [] Track CTA button clicks
- [] Track form submissions
- [] Track phone call initiations
- [] Track scheduling link clicks
- [] Track service page views
- [] Custom event tracking

Events to Configure:

1. `view_service_page` (track when someone views service pages)
2. `cta_click` (track when they click call-to-action buttons)
3. `form_submit` (track contact form submissions)
4. `phone_call_initiated` (track click-to-call)
5. `scheduling_link_click` (track booking attempts)

Reporting:

- [] Built-in analytics dashboard
- [] Monthly performance report (pages, traffic, conversions)
- [] Page performance ranking (which pages get most traffic)
- [] Conversion rate by page
- [] Traffic source breakdown
- [] Device breakdown (mobile vs desktop)

9b KEYWORD TRACKING & MONITORING

Keyword Management:

- [] Store target keywords per page

- [] Keyword research integration (suggest keywords)
- [] Keyword tracking (monitor rankings over time)
- [] Keyword difficulty rating
- [] Search volume data
- [] Keyword performance dashboard

Rank Tracking:

- [] Sync with SearchAtlas keyword data
- [] Display current ranking position for each keyword
- [] Track ranking changes over time
- [] Alert when rankings drop/improve
- [] Competitor ranking comparison

For wizdevtech.com Keywords:

- **Service Pages:** Track "project rescue", "embedded execution", "technical audit"
- **Blog Posts:** Track "why projects fail", "refactor vs rewrite", "organize data", "failing projects"
- Update rankings weekly/monthly as content gets indexed and authority builds

Ø=Ý USER & PERMISSION MANAGEMENT

User Roles:

- [] Administrator (full access)
- [] Editor (can create/edit content)
- [] Author (can create own content, submit for approval)
- [] Viewer (read-only access to analytics)
- [] Custom roles (with granular permissions)

Permissions:

- [] Create pages
- [] Edit pages
- [] Delete pages
- [] Publish pages
- [] View analytics
- [] Manage users
- [] Manage settings

User Management:

- [] Add/remove users
- [] Set role per user
- [] User activity log (who edited what, when)
- [] Email notifications (content updates, approvals needed)

1b à 1b à ADDITIONAL FEATURES

SEO Audit Tools:

- [] On-page SEO audit (scan each page for issues)
- [] Technical SEO audit (site-wide checks)
- [] Mobile optimization check
- [] Page speed analysis
- [] Security check (SSL, etc.)
- [] Accessibility check (WCAG compliance)

Plugin/Integration Support:

- [] Zapier integration (auto-actions)
- [] OTTO integration (for SEO optimization)
- [] SearchAtlas integration (keyword data)
- [] Google Search Console integration
- [] GA4 integration
- [] Email service integration (mailchimp, etc.)
- [] CRM integration (lead capture)

SEO Automation:

- [] Auto-generate meta descriptions (AI-powered)
- [] Auto-suggest page titles
- [] Auto-generate H1/H2 headings
- [] Auto-internal linking (suggest related pages)
- [] Auto-keyword detection (identify keywords in content)
- [] AI content optimization (rewrite suggestions)

Backup & Security:

- [] Daily automatic backups
- [] Restore from backup
- [] SSL certificate management
- [] DDoS protection
- [] Malware scanning

ØÜÈ CMS FEATURE PRIORITY (MVP vs. Phase 2)

' MUST HAVE (MVP - Phase 1)

These are essential to launch your 8-page site with SEO:

1. Page templates (service + blog)
2. Meta tag management (title, description, OG, Twitter)
3. Content editor (WYSIWYG)
4. Image upload & alt text
5. Publishing workflow (draft / publish)
6. Internal linking management
7. Schema markup for services/articles

8. H1/H2/keyword fields
9. Preview functionality
10. Scheduled publishing

Ø<β- SHOULD HAVE (Phase 2)

Add these after launch to optimize performance:

1. SEO scoring dashboard
2. Rank tracking integration
3. Content optimization tools
4. Readability analysis
5. Competitor content comparison
6. Analytics dashboard
7. Conversion event tracking
8. AI content suggestions
9. Bulk operations
10. Internal linking suggestions tool

Ø=Üi NICE TO HAVE (Phase 3)

Enhancements for advanced SEO:

1. A/B testing
2. Content calendar
3. Multi-language support
4. Advanced permission roles
5. Content recommendations
6. Automated publishing workflows
7. Social media scheduling
8. Dynamic content personalization

Ø=Ŷ REQUIRED INTEGRATIONS

Critical Integrations (MVP)

- [] Google Analytics 4 (for traffic/conversion tracking)
- [] OTTO pixel (already installed - tracks optimization)
- [] SearchAtlas keyword data (for keyword tracking)
- [] Google Search Console (for indexing monitoring)

Recommended Integrations (Phase 2)

- [] Google My Business (if adding location services)
- [] Zapier (automation - send leads to CRM, etc.)
- [] Slack (notifications about content changes/approvals)

- [] Email service (send reports, notifications)
- [] CRM integration (capture and track leads)

Data Sync Requirements

- [] Send GA4 events when pages are published
- [] Pull keyword rankings from SearchAtlas weekly
- [] Update conversion tracking automatically
- [] Sync content changes to CDN
- [] Backup to cloud storage daily

Ø=ÜÊ C O N T E N T S T R U C T U R E F O R C M S

Homepage (Currently Live - 1 page)

```
URL: /
Meta Title: WizDevTech | Technical Project Rescue Services
Meta Description: We rescue stalled IT projects, fix broken automation, and
organize chaotic data. Get your projects back on track.
Schema: Organization (deployed)
Links to: 3 service pages, 1-2 blog posts, contact form
```

Service Pages (To Create - 3 pages)

```
Service Page Template:
% % % URL: /services/[service-name]
% % % Meta Title: [Service Name] | WizDevTech
% % % Meta Description: [60-word service description]
% % % H1: [Service Name] - [Value Proposition]
% % % Content: 2,000-2,200 words
% % % H2 Headings: 4-6 main sections
% % % Images: 2-3 hero/process images with alt text
% % % Schema: Service + Organization schema
% % % Internal Links: To other services, related b
% % % CTA: Contact button, schedule call button
% % % Metadata Fields: Keywords, focus keyword, wo

Services:
1. Project Rescue Services (/services/project-rescue)
2. Embedded Execution Team (/services/embedded-execution)
3. Technical Audit & Assessment (/services/technical-audit)
```

Blog Pages (To Create - 4 pages)

```

Blog Post Template:
% % % URL: /blog/[post-slug]
% % % Meta Title: [Post Title] | WizDevTech Blog
% % % Meta Description: [Summary of post topic]
% % % H1: [Post Title]
% % % Content: 1,800-2,400 words
% % % H2 Headings: 5-7 main sections
% % % Images: 1-2 images with alt text
% % % Author: "WizDevTech Team"
% % % Date Published: [Auto-timestamp]
% % % Schema: Article/BlogPosting + BreadcrumbList
% % % Internal Links: To related services, other b
% % % Related Posts: Show 2-3 related blog posts a
% % % Keywords: 3-5 target keywords
% % % Categories: [service-related category]

```

Blog Posts:

1. Why Projects Fail: 7 Common Reasons (/blog/why-projects-fail)
2. Refactor vs. Rewrite: How to Decide (/blog/refactor-vs-rewrite)
3. How to Organize Chaotic Data (/blog/organize-data)
4. Why Throwing Money at Failing Projects Doesn't Work
(/blog/money-doesnt-fix-projects)

Ø^β IMPLEMENTATION ROADMAP

Week 1: CMS Setup & Configuration

- [] Install/setup CMS platform
- [] Configure meta field templates
- [] Create page templates (service + blog)
- [] Set up GA4 connection
- [] Set up SearchAtlas keyword sync
- [] Configure user roles/permissions
- [] Set up backup system

Week 2: Homepage Optimization

- [] Optimize homepage meta tags (in CMS)
- [] Add internal links structure
- [] Set up CTA tracking
- [] Test analytics events
- [] Verify schema markup in CMS

Week 3-4: Service Pages Creation

- [] Create 3 service page templates

- [] Add all service page content
- [] Optimize all meta tags
- [] Add internal linking
- [] Upload images with alt text
- [] Set publish dates
- [] Publish all 3 pages

Week 4-5: Blog Posts Creation

- [] Create blog post template
- [] Add all 4 blog post content
- [] Optimize all meta tags & keywords
- [] Add internal linking (to service pages)
- [] Schedule publication (1 post per week)
- [] Set up author information
- [] Configure related posts

Week 5-6: Analytics & Optimization

- [] Verify GA4 event tracking
- [] Set up conversion funnels
- [] Monitor page indexing
- [] Start tracking keyword rankings
- [] Set up performance dashboard
- [] Configure weekly reports

Ø ∞ “ RECOMMENDED CMS PLATFORMS

For wizdevtech.com, recommend evaluating:

1. WordPress + Yoast SEO

- **Pros:** Flexible, Yoast SEO plugin excellent, integrations
- **Cons:** Requires hosting setup, more technical
- **Cost:** Free + hosting (\$10-30/month) + Yoast (\$99/year)

2. Webflow

- **Pros:** Beautiful design, built-in SEO, no coding needed
- **Cons:** Learning curve, CMS not traditional
- **Cost:** \$14-40/month

3. HubSpot CMS

- **Pros:** Integrated CRM + analytics, great for lead capture
- **Cons:** Can be pricey at scale
- **Cost:** Free starter + Pro \$50+/month

4. Statamic

- **Pros:** Flat-file or database, great SEO tools
- **Cons:** Less market share, smaller community
- **Cost:** Open source/free + \$399/year pro

5. Ghost

- **Pros:** Lightweight, great for blogging, SEO-focused
- **Cons:** Limited customization, less ecommerce features
- **Cost:** Hosted version \$29+/month

Recommendation for wizdevtech.com:

! WordPress + Yoast SEO (best balance of control, SEO, integrations for yo

' S U C C E S S M E T R I C S (P o s t - C M S L a u n c h)

Track these in your CMS dashboard:

Metric

Target

Timeline

Pages Published

8 (3 service + 4 blog)

Week 4

Pages Indexed by Google

7-8

Week 6

Organic Keywords Ranking

5-10

Week 8-12

Organic Traffic

50-100 visits/month

Week 12

Conversion Rate

5-10%

Week 12+

Domain Power

10-20

Week 12

Backlinks from Authority Build

50-100

Week 12