

# Content Requirements Document for Garbage Hero Limited Website

**Date:** August 25, 2025

**Prepared by:** Grok, AI Consultant

**Purpose:** This document outlines the specific content needed from Garbage Hero Limited to build and populate the website based on the approved sitemap. The content is essential for creating a professional, engaging site that highlights your eco-friendly cleaning and waste management services for corporates and universities in Kenya. Please provide all items in the specified formats to ensure high quality and consistency.

## General Guidelines:

- **Images:** All images should be high-resolution (at least 1920x1080 pixels, 300 DPI for print-quality if needed), in JPG or PNG format, optimized for web (file size under 500KB per image). Include alt text descriptions for accessibility (e.g., "Garbage Hero team performing eco-friendly cleaning in Nairobi office"). Provide 2-3 options per image if possible.
- **Text:** Keep concise and engaging, focused on benefits, sustainability, and professionalism. Use simple language, avoid jargon. Provide in Google Docs or Word format for easy copy-paste.
- **Videos:** High-quality (HD 1080p or 4K), MP4 format, under 100MB. Include captions/subtitles for accessibility.
- **Logos/Icons:** Vector format (SVG preferred) for scalability.
- **Deadlines:** Please provide initial drafts within 1 week, final versions within 2 weeks. Include any branding guidelines (e.g., color palette, tone of voice).
- **Additional Notes:** All content should be original and royalty-free. If you have existing marketing materials, share them for reference. We'll optimize for SEO, so include keywords like "eco-friendly cleaning Kenya" where natural.

## 1. Homepage Content

The Homepage is the main entry point, showcasing your services and building trust. It

includes Navbar, Hero, Stats, About Us Teaser, Services Preview, CIA Banner, Recent Work Teaser, Testimonials Carousel, Mini Contact Form, Footer.

- **Navbar:**

- Logo: High-resolution SVG or PNG (transparent background, at least 200x100 pixels).
- Menu Links: Text for links (e.g., "Home", "About Us", "Services", "Portfolio", "Contact Us").
- CTA Button: Text for button (e.g., "Get a Quote").

- **Hero Section:**

- Headline: 1 short, impactful phrase (e.g., "Eco-Friendly Cleaning & Waste Management").
- Tagline: 1-2 sentences describing your services (e.g., "Sustainable solutions for corporates and universities in Kenya").
- CTA Button: Text for button (e.g., "Get a Quote").
- Image Gallery: 5 high-quality images (1920x1080, landscape) for auto-scrolling (e.g., cleaning team in action, landscaped garden, pest control, garbage collection, sanitary disposal).

- **Stats Section:**

- 4 Stats: Each with number (e.g., "95%"), description (e.g., "Customer satisfaction"), and icon suggestion (e.g., checkmark for satisfaction). Provide actual stats if available, or placeholders.

- **About Us Teaser:**

- Short Mission/Vision Text: 2-3 paragraphs (100-150 words total) on company history, mission (e.g., "To provide sustainable cleaning solutions"), vision (e.g., "A greener Kenya").
  - 30-sec Video Preview: Link to video (MP4, YouTube, or Vimeo embed) showcasing company overview.
  - “See More” Button: Text for button (e.g., "Learn More").
- **Services Preview:**
- 5 Service Cards: For each service (Cleaning/Janitorial, Gardening & Landscaping, Fumigation & Pest Control, Garbage Collection & Disposal, Sanitary Disposal Services):
    - High-quality image (800x600, square or landscape).
    - One-line text (e.g., "Professional cleaning for spotless results").
- **CTA Banner:**
- CTA Text: Headline (e.g., "Ready for a Cleaner Space?") and 1-2 sentences encouraging contact.
  - Button: Text (e.g., "Get a Quote").
- **Recent Work Teaser:**
- 3-6 Project Cards: For each project:
    - High-quality image (350x350, square).
    - 2-sentence highlights (e.g., "Cleaned a 10,000 sq.ft corporate office in Nairobi, using eco-friendly products.").
- **Testimonials Carousel:**
- 8-12 Testimonials: For each:
    - Client quote (1-2 sentences).
    - Client name/role/company (e.g., "Jane Doe, Facilities Manager, XYZ Corp").
    - Headshot image (100x100, square).
- **Mini Contact Form:**

- Form Fields: Labels and placeholders for Name, Email, Phone, Company, City, Services Needed (dropdown options for your 5 services), Message.
- CTA Button: Text (e.g., "Submit Inquiry").
- **Footer:**
  - Contact Details: Phone, Email, Address.
  - Quick Links: Text for links (e.g., "F.A.Q", "Privacy Policy", "Terms & Conditions").
  - Social Icons: Links to your social media profiles (Facebook, Instagram, LinkedIn).
  - Legal Disclaimer: Short text (e.g., "© 2025 Garbage Hero Limited. All rights reserved.").

## **2. About Us Page Content**

Hero: Short headline (e.g., "Who We Are").

Full Story: Detailed background (300-500 words, company founding, growth, key milestones).

Mission, Vision, Values: Full statements (3-5 sentences each, e.g., Mission: "To provide sustainable cleaning...").

Embedded Video: Full 3-minute company video (MP4 link or YouTube embed).

Team Profiles (Optional): 4-6 profiles with name, role, bio (50-100 words), and headshot image (200x200, square).

CTA Block: Text and button (e.g., "Book a Service").

## **3. Services Page Content**

Hero: Headline and intro text (100-150 words on your services).

Services List: For each of the 5 services:

- Small real image (800x600, landscape).
  - Short paragraph (150-200 words describing the service, benefits, and process). Recent Work Preview: 2-3 project highlights (image, title, short description, link to Portfolio).
- CTA Banner: Text and button (e.g., "Request a Quote").

## **4. Portfolio (Case Studies) Page Content**

Hero: Headline and intro text (100-150 words on your projects).

## Project Grid: 6-12 project cards:

- Project image (800x600, landscape).
- 2-line highlight description (e.g., "Nairobi Corporate Office: Eco-cleaning for 10,000 sq.ft space").
- Optional modal details (full description, images, client testimonial). CTA Banner: Text and button (e.g., "See More Projects").

## 5. Contact Us Page Content

Hero: Contact headline and friendly text (100-150 words).

Contact Form: Labels and placeholders for Name, Email, Phone, Company Name, City, Services Needed (multi-select dropdown with 5 services), Message.

Contact Details: Phone, email, office address.

Map Embed: Google Map link or embed code for your location.

Social Links: Links to Facebook, Instagram, LinkedIn.

## General Notes

- **Image Requirements:** All images must be high-quality (1920x1080 for heroes, 800x600 for services/projects, 200x200 for headshots). Provide at least 30-40 images in total, with alt text for accessibility.
- **Text Requirements:** Use a professional tone, focusing on sustainability, expertise, and Kenya-specific benefits. Word counts are suggestions to keep the site engaging.
- **Video Requirements:** 30-sec preview for Homepage, 3-min full video for About Us Page. Include transcripts for accessibility.
- **SEO Optimization:** Include keywords like "eco-friendly cleaning Kenya," "waste management services," "corporate cleaning," "university landscaping" in text.
- **Deadline:** Initial drafts by [date, e.g., September 1, 2025], final by [date, e.g., September 15, 2025].
- **Format:** Send content in a Google Drive folder or email attachment, with files labeled (e.g., "Homepage\_Hero\_Headline.txt", "Services\_Cleaning\_Image1.jpg").

Please review and provide the requested content at your earliest convenience. If you have any questions or need templates, let me know.

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Best regards,

[Grok, AI Consultant]

[Your Name]

[Your Contact Information]