LG Sinarmas Website
CMS Blueprint Document (Draft v1)

1. Purpose and Scope

This document defines the **CMS blueprint** for the revamped **www.lgsinarmas.com** website, which will be:

- Fully **custom** and integrated into the existing LGSM **LMS infrastructure**
- Structured to reflect the **frozen IA** and **canonical narrative**
- Designed to support long-term **scalability**, **governance**, and **AI / SEO clarity**

The blueprint covers:

1. Content Types and Templates
2. Fields and Metadata Requirements
3. Taxonomies and Controlled Vocabularies
4. Relationships Between Content Types
5. Roles, Workflows, and Governance

2. High-Level CMS Architecture

2.1 Core Concepts

The CMS will be organized around:

- **Pages** — Representing navigable URLs (e.g., /solutions/cloud-transformation)
- **Content Types** — Reusable objects used inside pages (solutions, case studies, articles, etc.)
- **Taxonomies** — Controlled vocabularies for categorization (industries, solution tags, capabilities)
- **Modules** — Layout blocks used to assemble pages (hero, text block, card grid, etc.)

2.2 Key Content-Type Groups

- **Corporate Pages** (About, Careers, Contact)
- **Solutions & Capabilities**
- **Industries**
- **Data Center Operations / SMX01**
- **Insights (Articles, Case Studies, News, Events)**
- **Supporting Objects** (Leadership, Office Locations, Job Posts)

3. Page Templates and Content Types

3.1 Corporate Info Page Template
(Used for: Who We Are, Our Story, Why LGSM, Sustainability & ESG)
Template Name: CorporatePage

Field Name	Type	Required	Notes
Title	Text	Yes	Page title (internal + H1)
Slug / URL	Text	Yes	Auto or manual, e.g. /about/who-we-are
Short Summary	Text (1–2 lines)	Yes	Used in SEO + previews
Hero Image / Banner	Media	Optional	Optional hero visual
Body Content	Rich Text / Modular Blocks	Yes	Main narrative content
Key Highlights	Repeater (List)	Optional	Bulleted key points
Related Links	Relations	Optional	Link to Insights, News, etc.
Meta Title	Text	Yes	For SEO
Meta Description	Text	Yes	For SEO
Canonical Tag	Text	Optional	For SEO/AI clarity

Owner: Marketing (Narrative), GDC (Technical check only for claims, if any)

3.2 Solutions Template
(Used for all individual solution pages)
Template Name: Solution

Field Name	Type	Required	Notes
Solution Name	Text	Yes	e.g. "Cloud Transformation"
Slug / URL	Text	Yes	e.g. /solutions/cloud-transformation
Solution Category	Taxonomy: SolutionCategory	Yes	Controlled vocab (Core Systems, Cloud, Data & AI, etc.)

Short Description	Text	Yes	1–2 lines for previews/SEO
Hero Statement	Text	Yes	Clear, benefit-led heading
Client Problem Section	Rich Text	Optional	"What challenges we address"
Our Approach	Rich Text / Blocks	Yes	How LGSM delivers
Key Features / Capabilities	Repeater	Optional	Bullet items or cards
Related Industries	Relation to Industry	Optional	Tag relevant industries
Related Case Studies	Relation to CaseStudy	Optional	For cross-linking
Related Articles	Relation to InsightArticle	Optional	Thought leadership
Meta Title	Text	Yes	SEO
Meta Description	Text	Yes	SEO
Schema Type	Enum	Optional	e.g. Service

Owner:
- Narrative: Marketing
- Technical Accuracy: GDC (review)

3.3 Capabilities Template
Template Name: Capability

Field Name	Type	Required	Notes
Capability Name	Text	Yes	e.g. "Systems Integration"
Slug / URL	Text	Yes	/capabilities/systems-integration
Capability Category	Taxonomy: CapabilityType	Yes	e.g. Consulting, Integration, Engineering
Overview	Rich Text	Yes	What this capability is
How We Deliver	Rich Text / Blocks	Yes	Delivery model, methodology

Proof Points	Repeater	Optional	Metrics, examples
Links to Solutions	Relation to Solution	Optional	Which solutions use this capability
Links to Case Studies	Relation to CaseStudy	Optional	Evidence
Meta Title	Text	Yes	SEO
Meta Description	Text	Yes	SEO

Owner: Marketing (Narrative) + GDC (technical validation)

3.4 Industry Template
Template Name: Industry

Field Name	Type	Required	Notes
Industry Name	Text	Yes	Financial Services, Manufacturing, Telecommunications
Slug / URL	Text	Yes	/industries/financial-services
Overview	Rich Text	Yes	Market context & challenges
Key Challenges	Repeater	Optional	Bullets
How LGSM Helps	Rich Text	Yes	Solutions per industry
Featured Solutions	Relation to Solution	Optional	For that vertical
Featured Case Studies	Relation to CaseStudy	Optional	Evidence
Meta Title	Text	Yes	SEO
Meta Description	Text	Yes	SEO

Owner: Marketing (lead), GDC (check technical claims)

3.5 Data Center Operations / SMX01 Template
This is key to Pillar 2.
Template Name: DataCenterPage (with variants/sections)

Field Name	Type	Required	Notes
Page Title	Text	Yes	e.g. "Data Center Operations"
Slug / URL	Text	Yes	e.g. /data-center-operations
Section Type	Enum	Yes	Overview / SMX01 Role / Technical / Security / Ops Excellence / Services
Overview Text	Rich Text	Yes	Depending on section type
SMX01 Role Description	Rich Text	For SMX01 section	Must clearly state "design, build, operate; not owner"
Technical Specs	Structured Fields / Repeater	Optional	Power, cooling, redundancy, etc.
Security & Compliance	Rich Text / Repeater	Optional	Standards, certifications
Services Offered	Repeater	Optional	Ops/service models
Related Articles	Relation	Optional	E.g. DC-related thought leadership
Meta Title	Text	Yes	SEO
Meta Description	Text	Yes	SEO

Owner:
- Narrative framing: Marketing
- Technical details/specs: GDC (lead owner)

3.6 Insight Article Template
Template Name: InsightArticle

Field Name	Type	Required	Notes
Title	Text	Yes	Article title
Slug / URL	Text	Yes	/insights/article-title
Summary	Text	Yes	1–2 line summary
Body	Rich Text	Yes	Main content
Author	Relation to Author/Person	Optional	Could reuse Leadership type

Related Solutions	Relation	Optional	Tag solutions
Related Industries	Relation	Optional	Tag industries
Tags	Taxonomy: Topic	Optional	Controlled topics
Publish Date	Date	Yes	
Meta Title	Text	Yes	SEO
Meta Description	Text	Yes	SEO

Owner: Marketing

3.7 Case Study Template
Template Name: CaseStudy

Field Name	Type	Required	Notes
Title	Text	Yes	Client-styled title
Slug / URL	Text	Yes	/insights/case-studies/client-name
Client / Sector	Text or Relation to Industry	Optional	Sanitized if needed
Problem	Rich Text	Yes	Before
Solution	Rich Text	Yes	What LGSM did
Outcomes	Repeater	Yes	KPIs, results
Related Solutions	Relation	Yes	Which solutions were used
Related Capabilities	Relation	Optional	Capabilities applied
Related Industries	Relation	Yes	
Meta Title	Text	Yes	SEO
Meta Description	Text	Yes	SEO

Owner: Marketing (story) + GDC / Delivery teams (technical accuracy)

3.8 Event Template

Template Name: Event

Field Name	Type	Required	Notes
Event Name	Text	Yes	
Slug / URL	Text	Yes	/insights/events/event-name
Event Type	Enum	Optional	Webinar / Conference / Roundtable
Date & Time	DateTime	Yes	
Location / Online Link	Text	Yes	
Description	Rich Text	Yes	
Registration Link	URL	Optional	
Related Solutions/Topics	Relation / Taxonomy	Optional	

Owner: Marketing

3.9 Leadership Profile Template

Template Name: LeadershipProfile

Field Name	Type	Required	Notes
Name	Text	Yes	
Role / Title	Text	Yes	
Photo	Media	Optional	
Bio	Rich Text	Yes	
LinkedIn URL	URL	Optional	
Order / Priority	Number	Optional	Ordering on page

Owner: Marketing / Corporate

3.10 Office Location Template

Template Name: OfficeLocation

Field Name	Type	Required	Notes

Office Name	Text	Yes	
Address	Rich Text / Multi-line	Yes	
City / Country	Text	Yes	
Map Link / Coordinates	URL or Geo fields	Optional	
Phone / Email	Text	Optional	
Display Order	Number	Optional	Ordering in "Contact" page

Owner: Marketing / Admin

4. Taxonomies and Controlled Vocabularies

To maintain narrative consistency and avoid corpus poisoning, the CMS should use **configured taxonomies**, not free text, for key categories.

4.1 Taxonomy: SolutionCategory
Examples:
- Core Systems Modernization
- Cloud Transformation
- Data & AI Solutions
- Application Modernization
- Cybersecurity & Compliance
- Managed Services

4.2 Taxonomy: CapabilityType
- Consulting & Advisory
- Systems Integration
- Project Delivery & Governance
- Engineering & Technical Expertise
- Operations Excellence

4.3 Taxonomy: IndustryCategory
- Financial Services
- Manufacturing & Industrial
- Telecommunications

4.4 Taxonomy: Topic (Insights)
- Digital Transformation
- Cloud & Infrastructure
- Data & AI
- Data Center Engineering

- Mission-Critical Systems

All taxonomies should be **managed by Marketing**, with limited editing access.

5. Roles, Permissions, and Workflow

5.1 User Roles

- **Admin** — Full access, configuration, and user management (GDC)
- **Marketing Editor** — Can create/edit/publish content in corporate, solutions, insights, careers
- **Technical Editor** — Can edit/approve technical fields, especially DC/SMX01 and solutions
- **Read-Only / Viewer** — For stakeholders who only review drafts in CMS

5.2 Workflow

Standard workflow for major content types (Solutions, Capabilities, DC Ops, SMX01, Case Studies):

1. **Draft** — Created by Marketing Editor
2. **In Technical Review** — Routed to GDC (for relevant content)
3. **In Marketing Review** — Final copy polishing
4. **Approved** — Ready for publish
5. **Published** — Live
6. **Archived** — Deprecated but stored for traceability

All changes to **Data Center Operations / SMX01** content should **require GDC approval** before publishing.

6. URL and Routing Conventions

Examples:

- /about/who-we-are
- /solutions/cloud-transformation
- /capabilities/systems-integration
- /industries/financial-services
- /data-center-operations
- /data-center-operations/smx01-role (if split into sub-anchors/sections)
- /insights/thought-leadership/article-title
- /insights/case-studies/client-name
- /careers/open-roles
- /contact