Website Functions (TP main site)

* Phase 1
  + Establish basic but expandable site structure
    - Reactive format for desktop/tablet/mobile viewing
* Phase 2
  + Click-to-Call button
    - Appear in PPC and organic search results
    - Appear in header, footer and contact page
  + Request-A-Quote
    - Pop-up window / open in new tab to allow viewing of machine pages while filling out form
  + Embed videos from our Youtube page
  + Link to our Facebook and LinkedIn pages
  + Link to Ice Slinger website
  + Search feature
    - Include YouTube video keywords/descriptions in search pool, show relevant video links in results
* Phase 3
  + Portfolio of machines - detail page for each
    - Allow viewer to sort machines by commodity or function. (tiled w/ Nav on side)
      * Commodity
      * Function
  + Operating Manuals available for download
  + Newsfeed/blog for announcing new developments, industry trends, national/world days and random updates.
* Phase 4
  + E-Commerce Integration
    - Login for existing customers to view personalized list of machines they’ve ordered from us and find parts to reorder.
      * CRM required

Background Support for Website Functions

* Phase 1
* Phase 2
* Phase 3
  + Update all operating manuals to new format
    - make small PDF versions for web sharing
    - multi language versions (at least spanish)
  + Customer Resource Management
    - GDPR compliant - applies to EU customers in 2018, may be the new global trend
      * Registration forms disclose how we intend to use their information and stress that it is essential for a personalized ordering & support experience.
      * Customer login to view what information they’ve shared with us, and allow them to control what data we use, or delete their info altogether.
      * All data gathered needs an explicit specific purpose.
    - Digitize all past work orders, constructing database of customers’ machines/modifications
* Phase 4
  + Establish CRM (Customer Resource Management)

Page Structure

1. Index page
   1. Header – TP Logo on left, Nav bar on right
      1. Nav option – Click on gear in logo to drop down Nav Menu
         1. animate gear to spin when clicked?
   2. Random scrolling stock photos below Header
   3. Newsfeed
2. About Us page
   1. Brief history, mantra, pics of early buildings transitioning to current photos
   2. Major innovations that made a name for us
      1. Wax application
   3. Overview of our Flagship products with links to detail pages on each machine
      1. Tomato packing house equipment
      2. Ice crushers/slingers
   4. Mention special projects throughout the years
      1. Flexform dress steamer/shaper
      2. Restaurant equipment
         1. Heat exchanger flat cooktop
            1. Designed and built by JR for a café he owned
         2. Fryer cleanout wand, Oil Caddy, Grease bin
3. Contact
   1. Brief bio on each member of mgmt w/ contact info
   2. Request-A-Quote form
      1. Form asks for contact info, commodity, expected volume, special requirements, machine badge# if available on existing equipment…
      2. Direct emails to a printer to print instantly?
4. Machines
   1. Tiled list of thumbnails, filterable by function (wash, wax, dry, pack, etc.) or by commodity
      1. See: [cmiequip-eng.com](http://cmiequip-eng.com/) for layout
5. Support
   1. Operations Manuals available for download
6. Machines
   1. Commodity Option
   2. Machine Option