# 01 | Content management system - The website will be built using Umbraco - version 7

# 02 | Style Guide, Stylesheet and CMS

This section acts as a reference for implementing visual assets associated with the new website based on design requirements and any design assets supplied by the client.

**Brand Overview**

Client is aware of the importance of careful brand management and the website will be designed

with this in mind.

**Design Templates**

The design of each page will be based on one of the agreed templates. The look and feel of each page will be driven by the design templates. Photography and imagery can be added to each page as required but these will not be explicitly described in this section.

**Content Management**

CMS users will have the ability to add, edit and delete text, images, documents, tables and form fields within the parameters of the templates described.

# 03 | Analytics

The site(s) should have a container to specify the Google analytics code / Google Tag Manager, which will be used to identify and track statistics within the analytics accounts. This will be editable in the CMS.

# 04 | Redirects

Every page will have an option for the CMS user to set a re-direct link to

* An external link
* A page within the existing website (use *Umbraco Redirect* property)

A re-direct plugin will be required to set redirects for URLs which do not exist within the site (deleted pages, etc)

# 05 | SEO

Standard Meta data properties will be available on each page. Required Meta tags:

* Page Title - ensure the <title> field within the CMS is set to a limit of 70 characters
* Meta Description - ensure the field within the CMS is set to a limit of 155 characters <meta name=”description” content=”155 characters of message matching text with a call to action goes here”>

In the absence of Meta Data, Search should pick up the Page Name and Body Copy for a page.

The Browser Page Title should read and display the following:

* Page Title | Site name

# 06 | Video

Video content will be embedded and streamed via an external video hosting provider

# 07 | Search

Search for the websites will be built using Examine

# 08 | Third party tools

Investor feeds (third party tools) will be required

XML's will be used for Share price and News feed on home page and Investor landing page.

Other tools will be embedded on the page using iframe.

# 09 | Shared template areas

* **Logo**: Editable in the CMS, present on every page and always links back to the homepage. Should have ability to edit alt text.
* **Primary** **navigation**: Every page should contain a main site navigation strip with links to the 1st level live and visible pages in the CMS site tree.
* **Search**: Standard keyword site search
* **Banner** - All internal pages will have an optional banner. Editable in CMS.
* **Page title on banner**: Should pick up the content defined in the H1 tag
* **Breadcrumb** **trail**: Every page except the home page will have a full breadcrumb trail leading from the root
* **Left** **navigation** : Displays all live and visible 2nd level, 3rd level and 4th level pages within a section
* **Footer**
* **Copyright and credits**: The copyright notice needs to auto-update on the first month of the new year. Rich text editor to manage credits across the site in Global Settings
* **Favicon**: Each page on the site will have a favicon that sits in the browser bar, and will show in a user’s bookmarks bar should the site be saved. NB: This icon will be used if a user saves the page on their tablet/mobile device.
* **Hide**: Properties to hide the site from the following key areas (i) Navigation (ii) Sitemap (iii) Site Search (iv) Google / External Search

# 10 | Standard content

This area should have the following types of content available for use along with all styles

* Standard content (Rich Text editor) with all styles as defined in style guide.
* Rich Media
* Tables
* iFrames
* Accordion elements (with the ability to insert hyperlinks)
* Bottom boxes

# 11 | Home

This is the first page a user sees when logging onto the site. They should see a banner with key message and view / interact with an introductory text area overlaid on the banner. They can also view / interact with 3 key promotional areas.

**1. Banner**

Full width static banner. Banners need to be fully scalable with a center focal point to avoid the subject of the image being cut off by content areas. CMS editable banner image and text area for heading

**2. Promotional boxes**

Three cms editable promotional boxes, currently represented by About us, Operations and Customers. Each promotional box will have following fields

* Title
* Thumbnail image
* Description text
* CTA to internal page, external url or pdf

**3. Re-usable content blocks**

1. **News Block** - This block will display three regulatory news items. XML for the regulatory news will be used. Source: \data\RegulatoryNews.xml
2. **Why Invest in us** - CMS editable content block holding an image and description text
3. **Results and Presentations** - CMS editable. User should be able to add three most recent results or presentations
4. **Share Price** - This block will display the share price ticker. XML for the share price will be used. Source: \data\ SharePriceStock.xml

CTA at the bottom of each content block will be cms editable and will be able to link to internal page, external url or pdf.

# 12 | Investors

Banner - CMS editable image

Spotlight area - CMS editable area with following fields:

* Image
* Title
* 2 x CTA to internal page, external url or pdf. These CTA's will be optionsl. If no data provided then the CTA do not show

Share price block - XML feed will be used for the share price ticker.

Content blocks:

* Regulatory news - This block will display three regulatory news items. XML for the regulatory news will be used. Source: \data\RegulatoryNews.xml
* Results and Presentations - CMS editable. User should be able to add three most recent results or presentations
* Financial Calendar - CMS editable. User should be able to add three most recent events. Events data can be pulled from the CMS.

CTA at the bottom of share content block will be cms editable and will be able to link to internal page, external url or pdf.

# 13 | People

The people page is a collection of team members and displays the following information.

Landing page:

* Banner - CMS editable image
* Name
* Position
* Thumbnail image (consider having different images for desktop and mobile – possible Image Crop)

On click an overlay will display the summary biography.

On click on ‘x’ the overlay will close.

# 14 | Document download

Banner image - cms editable

Documents are displayed with the following information

* Date: document publishing date (editable field in the CMS)
* File name: link to document
* Download CTA (PDF and Online link). Online link CTA will be optional. IF no data added then this CTA will not show up.

Documents will be paginated to display a set number of items per page (10) and archived by month/year after three most recent years.

# 15 | Image Gallery

Banner image - CMS editable

Image gallery landing page - Holds various albums available in the cms with collection of images uploaded in cms against that album.

Album titles - cms editbale

Album thumbnail - 1st image uploaded in the cms against the respective album will behave as the thumbnail of the album.

On clicking the Album thumbnail, the album landing page is displayed which shows all the images as thumbnails for that album. If more than 12 pictures are displayed, pagination will be applied.

On clicking the thumbnail image, a high resolution version of the same image will be shown in an overlay. The overlay will have arrows to scroll through images available in the album. On click of the ‘X’ the pop up will close and return the user to the album landing page.

# 16 | Error

Error handling should be an integral part of the build with exceptions being caught and handled gracefully, rather than resulting in a raw .net error page.

* 404 error pages should be set up in the CMS and should return a 404 status code.
* All 404 and 500 error processing will be handled within IIS and the web.config. See 404 processing

# 17 | Search results

Users will be able to search the site using the magnifying glass icon. On click this will reveal a drop down search box. The search results listing will consist of the following elements:

* Search précis - Your search for [search term] returned the following [x] results:
* Title of result (page title) – link through to page or document
* Summary (meta data or page content) – the term that was searched for will appear highlighted
* Pagination will apply after 5 results per page

# 18 | Sitemap

The sitemap will be an automatically generated list of the first, second and third level pages which are live and visible on the site.