Website Scope of Work

The scope of work below covers the revamp of Unicom Website and for creating an additional website.

1. Strategy:
   1. To ensure that the websites emulate Technology and Premium feel.
   2. Brand Identity- Should encapsulate and emanate Brand Identity for both
   3. Branding Aid
   4. Premium look and design ( bespoke stock images, whiteboard animation etc)
2. Design:
   1. Should be as the examples given
   2. Should be built on latest platform
   3. Easy to use CMS
   4. Should contain new tech features ( like the rotating globe)
   5. Unicom & VV sites should also have a chat widget
   6. Video/Corporate TVC inclusion
3. Usability:
   1. Seamless Navigation Flow
   2. Content Hierarchy
   3. Call to Action ability “ CTA’s”
   4. Readability- FONTS ( should have nice fonts, but free fonts)
   5. Footer: Well thought and latest Footer style
4. SEO:
   1. Regional and Industry Keyword research report
   2. Keyword & Search optimization
   3. Meta Tags:
      1. Owner Verification ( Google, Norton)
      2. Rich Media Experiences
   4. ALT Text completion
   5. Link Building
   6. Content copywriting
   7. Keyword consistency management
5. Other Features:
   1. Mobile/Tablet combability
   2. Visitor Engagement:
      1. Newsletter
      2. Blog
      3. Social Media Feed
      4. News/PR
   3. Google Analytics/Website Analytics (CMS/CRM Analytics)