Vision:

A highly versatile, intuitive and user friendly website that Is rich with content and information for users to explore more about our products, services and be aware of the robotics and automation industry

Current website: www.pomorobotics.com

Goals:

1. SEO friendly – each page shall have adequate meta tag descriptions/keywords and tools that allow for maximum chances on search engine rankings. The web developer shall provide an instruction on how meta tags can be updated if required for existing pages and new pages.
    a. Domain owner shall provide all necessary key words required that is industry specific
    b. Domain owner shall confirm the meta tag description for each page – web developer can use RARUK AUTOMATION, ONROBOT, ACTIVE8 ROBOTS, CKF AUTOMATION websites as examples of good meta tag descriptions and keywords
2. Mobile Compatibility – All pages of the website shall be mobile friendly
3. Alt Text Attributes – All images on the website pages shall have excellent alternative text attributes
4. Links – All links shall work with all link text describing their destinations on the remainder of the page
5. It is likely that the following pages will continue to grow as the business grows
    a. Robots
    b. End of Arm Tooling
        i. Subpage is required for end of arm tooling -
    c. Sectors
    Web developer shall ensure that there is adequate instructions for the domain owner to upload pictures, edit content for these pages and also enable them to be easily published
6. The front page will require a catchy UI and intuitive providing a user friendly experience. The web developer shall draw examples from:
    a. www.neilpatel.com
    b. https://www.rarukautomation.com/
7. There shall be a hamburger menu
8. Website shall have an associated Site Map that the Google Search Indexing shall be able to pick up and not flag up any technical issues
9. Website shall have a good links to social media pages – company currently has a Twitter and Instagram page
10. Website shall have a timeline based Blog which the domain owner shall be able to edit as and when required with new postings
11. Structured Data Markup for Rich Results – Web developer shall allow for the following Rich Result types:
    a. Breadcrumb
    b. Event – for webinars and demonstrations

c. Logo
d. Product – For example, full portfolio of robots that POMO Robotics would like to offer including current and future with the keyword searches: 6 Degree of Freedom Robots, Industrial/Collaborative robots etc. Keywords for this can be provided by POMO Robotics
e. Q&A Page
f. Sitelinks Searchbox
g. Review Snippet

12. Website shall have a good Contact Us form – format can be agreed during the course of the project. All enquiries to be sent to hello@pomorobotics.com
13. Web developer can use current graphics, links, content, text and information to rebuild the website. However, image optimization is to be done by web developer
14. Developer shall confirm with the domain owner on what images can be used for each page
15. Layouts, graphics, icons, general use and feel of the website shall be optimized for ultimate user experience – the developer is provided a creative freedom to enhance the UX of the website

KPI:

Web developer shall be aware that the following metrics are required by the domain owner to confirm that the website has met the specifications required. This will be tied to payment milestones.

1. Google Page Speed Insights: Mobile 92/Desktop 94
2. Nibbler Silktide Score: 9.5 (Currently 7.3)
3. Google Rich Results Tester Metrics as above