

SPECIFICATION BOOK

Project

Website relaunch "Rino Invest EcoLexLegal"

Please note...

Read this specification book carefully.

Please provide your product specification based on this specification book

https://en.wikipedia.org/wiki/Product_requirements_document

To create your offer:

1. Decide which project area/s you would like to offer (see section B point 4. a-g)
2. Provide a list of all the tasks you have to do.
3. (optional) Provide a list of all tasks which are not provided by you (distinct from other areas / contractors)
4. Provide a list of the services and requirements that you will need before starting your work / at the specified time
5. Calculate your offer as a fixed price and state the time required.

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A. Introduction

This specification book contains the functional and non-functional requirements on the product and its development. It serves as the **basis for the tender and is the fixed briefing of the contract** and thus forms the specification for the offer (specification sheet). The specification is **legally binding** and is an **essential part of the contract** between the contractor and the client. In this regard, all agreements previously made between the client and the contractor lose their validity.

B. Allgemeines

1. Purpose of the document

This specifications describe the project of **creation of websites** for one or more European companies. The project is **supervised by a project manager** who follows the development, implementation and commissioning of the websites on the basis of this document.

2. Background

The client plans to built **three separate websites**. For this purpose, he holds the Top-Level-Domains and all protected brands. The software and hardware environment is also provided by the client.

3. Teams and interfaces

After the contract has been assigned, the **project manager is the only contact** for the contractor and is fully responsible to oversee the project up to the successful final acceptance.

All communications from the contractor are to be addressed exclusively to the person of the project manager. For this purpose, the contractor names a person who is also solely available for all inquiries and notifications on the part of the project manager.

There is explicitly **no communication between the various contractors** involved in the project. In exceptional cases, however, the project manager can combine different contractors into teams if this increases the efficiency and quality of the implementation.

Both parties, the project manager and the contractor, must meet the following communication requirements:

- English Language skills
- Knowledge of all project-specific terminologies
- Response time within 24 hours
- Availability via Skype / Zoom (during local business hours)
- Communication channels: Skype, Zoom, e-mail, Signal Messenger

The contact details will be exchanged after the order has been placed.

4. Services by contractor

In order to ensure a professional project implementation, the services to be provided are divided into the following categories:

- a. **Logo design**
- b. **Texts (labels, headings, running texts, etc.)**
- c. **Authors and subject-specific texts**
- d. **Photos**
- e. **Illustrations**
- f. **Video and 3D presentation**
- g. **Website programming**

As part of the project, placeholders (dummy profiles, license-free photos and images, dummy text, etc.) should be included, which can later be easily replaced with the final content by entering in the back-end without any programming knowledge. These placeholders are to be clearly assigned in a directory according to their content and properties.

Depending on the above category, the assignment may be awarded to different contractors. The service categories are to be provided independently of each other. From the point of view of a non-category contractor, the other services are provided by the client.

The project manager must manage the different service categories and merge their results in a target-oriented manner in accordance with the project. The contractor must have experience in the areas of the project entrusted to him. For example, the person responsible for programming the website must have specific **experience with programming Crocoblock vs. Elementor** and the CMS Wordpress.

5. Services provided by the client

Hardware and services:

Web and database server, secure certificate, DNS domain and mail server

Software:

Domain & Keyword Analytics, Semrush

Crocoblock vs. Elementor "All-Inclusive Lifetime Packet"

see details on: <https://crocoblock.com>

C. Ideas and perspective

1. Contractor's perspective

The websites advertise and offer different products and services of the client's companies.

Accordingly, the websites must be **optimally set up for search engines** and their content must be implemented in an **extremely target-group-specific** and multilingual manner.

In addition to creating a positive brand and image, the aim of the content offered, is a **high number** of **qualified** contacts with potentially **high transactions**.

2. User's perspective

The site visitor should find answers to his questions **quickly and directly** as part of a **positive user experience**. In addition, he should easily find specific offers (listings) and services (added value) and perceive the website as a reference on the market (competence leader / market leader).

The content must be written and presented in an extremely **solution-oriented** manner. The content must be **tailored to the target group**, must not be repeated or even out of date.

The single pages must automatically scale to maintain the overall user experience and the site's appearance on all devices (responsive design). All design elements must follow to the Google Mobile-Friendly guidelines.

D. Target groups

1. Languages

The main language is English as well as Arabic, Chinese, Russian, French, Spanish, Portuguese and German.

2. Potential customers

Target customers for our services are **worldwide customers** looking for:

- interested in European real estate and companies for sale
- seeking for investment for Europe and Switzerland
- companies in Europe as a bridge between Europe and the Gulf States, USA, West Africa and Asia
- worldwide business experience, mainly in the EU, EEA (EFTA), Switzerland and the Gulf States
- 16 years of experience, especially in the Gulf States
- experience with Arabic-speaking and international customers (investors) from the USA, Russia, China, Gulf States, West Africa and Asia.

Investments & financial services
Protected Cell Company (PCC)
Customer investment over \$ 5 million

Consulting & Golden Visa - EU passport
Customer investment over \$ 0.5 million

Property
Customer investment between \$ 0.5 million and \$ 100 million
International investor over \$ 10 million

Competitor websites:
<https://www.axalo.com/>
<https://www.ax-connect.com/>
<https://immovisory.de/>

E. Requirements

1. Functional requirements

All content must be created according to the concept of "YMYL" and E-A-T (expertise, authoritativeness and trustworthiness).

Further "YMYL" content must be visibly linked to persons / authors and their social media accounts.

2. Nonfunctional requirements

The planning and implementation must **exhaust all technical possibilities** in order to rank the websites as high as possible on Google and other search engines.

3. General requirements

The websites and all related elements must meet professional software standards. Project-specific frameworks or programming code specially created for this project or non-standardized technology **must not be integrated**. It must be ensured that the final product - and all its parts and interfaces - can be fully modified and updated **without any programming knowledge**.

In the future, **no separate maintenance or servicing may be necessary** to continue and maintain the project.

4. Gesetzliche Anforderungen

All pictures and illustrations must be provided with copyright entries or references. This also applies to all other media content.

The entire website must comply with the European GDPR.
https://en.wikipedia.org/wiki/General_Data_Protection_Regulation

5. Content requirements

All content must meet the guidelines of **content marketing** in terms of its structure, flexibility (edit-ability) and scope. If *thin content* or *duplicate content* is unavoidable for user guidance, this content must be indexed accordingly.

Detailed content must contain **information about the author** (see "YMYL" and "E-A-T" above). The names must be clearly linked to a profile picture (real photo, no drawn avatar). In addition, the associated social media links (Twitter, Instagram, Facebook and LinkedIn) must be functional and integration of further national and international social networks should be possible.

Pages with extensive content must include a **review snippet** (Google)
-DoD- user test according to target group

Content must be designed consistently with **CTA buttons** for lead generation.

User guidance must be clear and consistent, with **uniform color and shape design**, appropriate highlighting for CTA elements, the navigation must be clear and target-oriented (see POS, CTA).

-DoD- conversion path analysis (funnel analysis)

All content must be **GDPR-compliant**. This applies to visible content (access, forms, cookie consent) and **invisible** content such as web tracking and others.

Contact for users should be available via

- Click to call
- Instant chat
- Video conference

Integration of **back-links to competitors**

Involvement of a **partner program** / Affiliate program (applications)

-DoD- back-links scan

6. Structure of contents

I. Website (A)

Working title "Group"

Purpose: Activities of the group: RINO invest Group (Europe)

Domain: www.rinoinvest.com

Content / structure:

A. Investments & Partnership

1 - Header / Hauptnavigation / Utilities

1. Protected Cell Company (PCC)
2. Investments, holding and managing
as well as management for third parties
3. Commercial investment
(real estate, companies & various investment products)

4. Sharia Invest
5. Mezzanine capital financing
6. Venture capitalist
7. Neobank (direct bank)
8. Tax Lien Investor - USA
9. Joint Venture
10. Franchise system
11. Eco-tree wood investment
12. Africa - Investment

https://www.vaterland.li/_archiv/finance_news/liechtenstein-als-holdingstandort;art620,291717

<https://www.liechtenstein-business.li/service-fuer-unternehmer/gruenden/rechtsformen/protected-cell-company-pcc>

B. Consulting & Services

2 - Header / Hauptnavigation / Utilities

1. Investments
2. Business
3. Management
4. Loan brokerage and business investment brokerage
5. Company start-ups & company management and marketing for third parties.
6. Golden Visa Portugal & Spain - Acquire Schengen Passport (Naturalization)
7. Lawyers (Advocates) & Legal Consultants
Redirected to the website of Lawyers EcoLexLegal (UAE & Europe)
www.ecolexlegal.com
optional:
Europa: www.ecolexlegal.ch
VAE: www.ecolexlegal.com

C. Analysis of needs for international investors

3 - Header / Hauptnavigation / Utilities

1. Real estate & companies
2. Smart - real estate investors

(Competitor) <https://immovisory.de/>

(Competitor) <https://www.ax-connect.com/>

D. Corporate exchange

4 - Header / Hauptnavigation / Utilities

Platform for intellectual property & patents (intangible rights)

Mediate, buy & sell - hold & exploit as well as manage for third parties

1. Companies (selling & partner search)
(competitor) <https://www.dub.de>
2. Company investments
(partner or investor wanted - buy & sell)
3. Franchise system
4. Mining, extraction, leasing, etc.
5. Intellectual property law - intellectual property, copyrights
(invention, patents, licenses, copyrights, trademarks)
6. Other rights: Domains (web address), logos and company names as word marks and any asset that can be legally protected and registered.
7. Blockchain platform
(competitor) <http://sofort-gesellschaften.de/>

E. Investing in real estate online

5 - Header / Hauptnavigation / Utilities

(competitor) - <https://crowdlitoken.com/>

F. Investment travel

6 - Header / Hauptnavigation / Utilities

1. real estate
2. companies

G. Real Estate

7 - Header / Hauptnavigation / Utilities

The focus are investment projects; Residential complexes, hotels, shopping centers and agricultural projects (agricultural properties)

Property - Real Estate Investment Club

LINK "Real Estate" redirects to the website *II) RINO invest Property*

Subordinate activities (Header - Hauptnavigation - Utilities):

- Trading Platform - Redirect to the website of cooperation partner
- Precious Metals & Gemstones
 - Gold, silver, platinum
- Interest calculator
- Commodities & precious metals rates
- Exchange rates / calculator
- Taxes and Laws
- News & Videos
- Job Market

II.) Webseite (B)

Working title "Property"

Purpose: Real Estate: RINO invest Property (Europa)

Domain: www.ri-p.com + country-specific TLD for de, es, ch, pt

The visitor should be able to select the language (default is set via browser recognition). Then he may select the countries and see filtered projects (real estate). Different TLDs (which point to the correspondent project page) should be created depending on the language and country (automatic and / or manual selection).

Template for multilingualism (competitor):

<https://www.green-acres.fr/en/property-europe>

(competitors)

<https://www.christiesrealestate.com/>

<https://www.idealista.com/de/buscar/venta-viviendas/spanien/>

<https://www.tucasa.com/>

<https://www.villamarketing.com/de/>

<https://www.milanuncios.com/>

<https://www.castlegalloisproperties.com>

Listings:

Real estate in Europe, Asia (e.g. UAE & Egypt) and USA

Focus on agricultural projects, residential complexes, hotels, shopping centers, (agricultural properties) and industrial properties

1. Trading and brokerage real estate
2. Property developer & property management
3. Analysis of needs for international investors
4. Investment travel (real estate & companies)
5. Golden Visa Portugal & Spain - Acquire Schengen Passport (Naturalization)
6. Property - Real Estate Investment Club
7. Interest calculator - forwarding to the website of the cooperation partner
8. Taxes and Laws
9. News & Videos
10. Job offers

III.) Webseite (C)

Working title "EcoLexLegal"

Purpose: Lawyers (VAE & Europa)

Domain: www.ecolexlegal.com

The visitor should be able to select the language (default is set via browser recognition) and further select:

Europe: www.ecolexlegal.ch

VAE: www.ecolexlegal.com

1. Lawyers (Advocates) & Legal Consultants
2. International Investment, Business & Management Consulting
3. Company foundations & company management

4. Marketing Agency
5. Golden Visa Portugal & Spain - Acquire Schengen Passport (Naturalization)
6. Re-Invoicing Service
7. Asset protection planning
8. Asset Protection Trust
9. Laws & Regulations
10. News & Videos
11. Job offers

(competitors)

<https://alriyamiadvocates.com/>

<https://www.assetprotectionplanners.com/>

6. Technical requirements

Multilingualism: automatically determinate the visitor's browser language and set it as the default. All requirements - agreed in the project - must be implemented for **each of these languages**, taking into account each of the **language-specific target groups**.

The translation into the different languages (see D-1 languages) should be done **by software and fully automatically in real time**. The corresponding software, all associated modules and libraries **must be built into the website** and must be configured. The translation of titles, keywords and CTA elements must be checked by qualified native speaker (copywriters) and may be corrected manually if necessary.

Complete responsive layout (at least 4 individually adapted view-ports)

Secure encryption of **all connections**, no unencrypted redundancy.

The website and all its components must be created with the **Word Press CMS** (compatible with crocoblock.com and all its plugins). All requirements that can be implemented with the "All-Inclusive Lifetime Package" from **Crocoblock vs. Elementor** (<https://crocoblock.com>) must be carried out with Crocoblock vs. Elementor, even if the contractor prefers other tools or techniques.

The websites must be created with the "Dynamic" templates available in the Crocoblock package:

see Dynamic Templates: <https://crocoblock.com/dynamic-templates/>

Website (A) Working title "Group"

Template: MetriconCorporate - business Elementor template

see <https://demo.crocoblock.com/metricon/>

or

Template: FinanceBusiness - Elementor template

see <https://demo.crocoblock.com/finance/>

Website (B) Working title "Property"

Template: Findero - Real estate website template

<https://demo.crocoblock.com/findero/>

Website (C) Working title "EcoLexLegal"

Template: LegalorLawyer - Elementor template

see <https://demo.crocoblock.com/legalor/>

- The **templates can be combined**, other templates can also be used as long as they are included in the Crocoblock package.
- The templates have to be modified or supplemented in terms of design and functionality **in order to meet all project specifications**
- the selection, addition and adaptation as well as the input of the content is to be done by the **contractor (g) website programming**

Real estate objects and other properties should be displayed using **video files and "walk-in" 3D presentations** (virtual tours and VR views). These should be integrated into the website and be easy to update / replace without any programming knowledge. The site must have all codecs and formats preinstalled.

SEO optimization for the following search engines:

- Google
- Bing
- Baidu
- Yahoo!
- Yandex
- ask.com
- DuckDuckGo

The respective administration tools of the search engines (see Google Search Console) must be set up completely and all website data must be entered. This

also applies to the search engines' analysis tools. The reports required for final acceptance must be configured (ready for acceptance).

-DoD- google analytics reports

Selection of the **relevant keywords for SEO**, based on the texts provided.

The Google service "Google Ads" must be configured for the relevant keywords. Dummy text ads should be configured for the keywords and a complete re-marketing campaign should be created.

The Google services Google Shopping (merchant center, data feed, etc.) must also be set ready to go.

-DoD- mentioned Google Services

Keyword test against **competitor websites**

-DoD- Semrush report

Runtime and loading times must be optimized and must not generate (hidden) error messages in the browser. They must run on the most used browsers (5) and must have been tested accordingly.

-DoD- Google pagespeed result

-DoD- Funnel test

-DoD- W3C Markup Validation Check

As part of the final acceptance, all parameters (page loading time, crawl-ability, tracking, etc.) are checked on various devices by the project manager.

The **back-end** must meet the following requirements:

- Contents (texts, images, labels, etc.) must be exchangeable and freely editable.
- The update of existing modules must take place automatically / when available.
- This also applies to non-displayable code components that describe the content (visible for browsers and crawlers, so as tags, heading and rich snippets, hyper reference language, redirects, index / follow) and integrated configuration files (robot.txt, sitemap).
- All the requirements described must be editable without programming knowledge. It must not be necessary to edit the program code; all functions must be accessible via a single back-end.

8. Connections

The websites must be **compatible with the following applications**:

Email Marketing Mautic, hartmut.io

9. Development

Development links must be explicitly announced to the project manager when created and **must be removed** before final acceptance.

During the development, the partial and interim results are presented in the form of executable websites. These must be accessible to the project manager and appropriately protected against access by third parties. (No IP filter, protection through a strong password). Under no circumstances may the project be publicly available, nor parts of the website may be published. The online activation is carried out by the client.

10. Schedule

The schedule is agreed between the **client and the contractor** before the contract is concluded (contractor's specification sheet) and monitored by the project manager.

11. Terms of delivery and acceptance

The final acceptance takes place after the project manager has linked the external data and connections and all development components have been removed. Then the various tests finally are carried out.

As part of the delivery (handover), the project manager will cancel all interfaces and accesses of the developer.

The contractor or developer is not authorized to publish the project or parts of it. The online publication is carried out exclusively by the client.