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| Project: | Website Development |
| Client: | **Brisbane Electrical Safety Testing Pty Ltd** |
| Date / Version: | 9-Apr-15 Version 1 |
| Prepared by: | Bruce Macaulay & Josh Neil |
| Client Contact: | Bruce Macaulay (MD) |
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| Deadline for design: | 15-May-15 |
| Completion date: | 22-May-15 (Launch on Mon 25-May-15) |

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| Background: | * B.E.S.T. provides Test & Tag and related electrical services to all kinds of businesses and workplaces in order for those organisations to meet their regulatory and human safety obligations under the Electrical Safety Act and the Workplace Health & Safety Act. * Requirement References:   + Qld Elec Safety Regulations 2013 (as amended)   + AS3760:2010 and AS3012:2010 (as amended) * Test & Tag services are provided to clients on a one-off or preferably recurring basis (3m, 6m, 12m, 2y, 5y) depending on the type, usage & location of electrical equipment and the on-site safety switches. * B.E.S.T. was founded in 2008 by Mark McMurtrie. Bruce & Marion and Josh & Sarah have recently acquired this existing business (Dec-14) and re-launched it (late Jan-15). * A major website upgrade is required by the business to:  1. Increase web-presence on page 1 of Google (under Test & Tag Services across SE Qld – ie: Brisbane, Gold Coast, Sunshine Coast, Ipswich & Toowoomba); 2. Increase client enquiries & engagement; 3. Run Google Ads campaigns, as appropriate; and 4. Provide relevant information to potential clients. |
| Background (cont’d): | * The specific basic services offered at present are:   + Inspection, testing & tagging of electrical equipment   + Inspection, testing & tagging of safety switches (RCDs)   + Inspection & testing of Exit & Emergency Lights   + Barcode Labelling and Data Capture of new Electrical Assets (one-time service / item)   + Issuing signed Certificate of Compliance and a Site Testing Schedule for works completed   + Reminders to clients of when next service is due * The value-adding services offered at present are:   + Repairs & re-testing of faulty devices   + Electrical maintenance & repairs of any other Plant & Equipment needed while on-site   + Creation of Exit & Emergency Light Plans |
| Current website: | [www.besttesting.com.au](http://www.besttesting.com.au) **<< THIS IS CURRENTLY VERY POOR**  Domain Reg’n: CheapDomains Hosting: JustHosting.com  Google Plus Account:  <https://plus.google.com/u/0/b/116226985747729653584/+BesttestingAu/posts/p/pub>  ^^^^^  ***Look if you dare*** |
| Objectives: | * Increase sales by >>100% * Website needs to rank better * New look and feel * Responsive design on multiple platforms |
| Point of difference: | * We specifically contract Electricians (not just T&T Techicians) so that they can legally fix faulty items that find when doing their test and tagging. * They can also do other maintenance and repair work while on site (which saves down-time & call-out fees) * On-going, fixed price Service Agreements available |

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| Primary target market: | All work-places (but not all equipment) require testing and tagging every 6 months. So we wish to target:   * Business owner/managers and HR/WHS managers   (ie: those who hold compliance responsibilities) of…   * **Med-large businesses with multiple locations** * Smaller businesses with single locations * Larger institutions/organisations (e.g. nursing homes) * Furniture and fittings hire companies * Tradesmen who use their tools & equipment on construction site (3 mth testing is mandatory) |
| Not targeting: | * Domestic Test and Tag   (not regulated; too small; we’re too expensive)   * Emergency callouts/rush jobs   (we prefer pre-scheduled jobs so we can balance our team’s workloads) |
| Core and support messages: | * Trust * Reliability * Human safety * Meeting QLD regulatory compliance * Meet AUS/NZ standard * Licenced electrical contractors who can fix things * ‘We’re here to help take your problem away’ * ‘We’re here to check that all your equipment is OK for your staff to use’ * Licenced and insured |
| Tone of voice: | * Warm * Friendly * Helpful |
| Look and feel: | * Professional * Factual * Easy to use * Intuitive * “Not boring” |

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| Competitors: | Electrical Testing Services (national) - <http://www.electricaltesting.com.au/>  Vines Test and Tag –  <http://www.vinestestandtag.com.au/>  Jims Test and Tag –  <http://www.jimstestandtag.com.au/>  Express Test and Tag –  <http://www.expresstestandtag.com.au/>  …and many, many more |
| Websites you like: | <http://www.templatemonster.com/wordpress-themes/53366.html> |
| Mandatories: | * Inquiry page * Contact page |
| Pages required: | * Home page * About Us * Services * FAQ page * Contact page (with contact/inquiry form) * (Hidden?) landing page/s as needed for Google search optimisation |
| Layout: | * Clean and crisp |
| Technical requirements: | ?? (not sure) |
| Systems required to integrate with website | None that we know of.  Web-page needs to lead to Google search and Google-Ads |
| Requirements from client: | * Information from the Inquiry Form sent to [enquiries@besttesting.com.au](mailto:enquiries@besttesting.com.au) * Automated email acknowledgement to enquiries within 2 minutes * (We will follow up with a manual response within ½ day) |
| Key timelines: | Josh and Bruce unavailable from 13th to 30th April.  Josh and Bruce available from 4th May.  Working website required by 22nd May.  Website to be launched on 25th May. |
| Time allocation: | Bruce and Josh 2 days p/week (each) during development |
| Total budget: | $1,500 max |