

Website Requirements Document – The Village Nurse

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Introduction

Thank you for choosing JAES Solutions to design and develop your new website for The Village Nurse. To ensure we deliver a modern, effective, and fully customised website, we kindly request the following information and assets from your end.

Please provide as much of the below as possible. If you need assistance with any item, our team is happy to help.

1. Business & Brand Information

- A short description of your business and services
- Mission statement or company values (optional)
- Your target audience (e.g., local community, elderly clients, families)

2. Branding & Visual Assets

- Your logo (preferably in high-resolution PNG, JPG, or SVG format) *
- Brand colour codes and preferred fonts (if any)
- Any professional photos of your team, facility, or services
- Any additional branding guidelines you'd like us to follow

3. Website Content

Please provide content (text + images) for the following pages:

- Home Page
- Tagline or welcome message
- Overview of your services
- Any special features or highlights
- About Us Page
- Your story, background, and experience
- Introduction to team members or professionals
- Services Page
- List and description of each service you offer
- Testimonials
- Client reviews or feedback you'd like us to include
- Contact Page
- Address, phone number, and email
- Business hours
- Social media links
- FAQs (Optional)

- Legal Pages (Optional): Privacy Policy, Terms & Conditions, GDPR/Cookie Notice

4. Website Features

Please let us know which of the following features you'd like to include:

- Contact form (specify desired fields)
- Newsletter signup form
- Blog or latest updates section
- Google Maps for directions
- Social media buttons

5. Technical Details

- Domain name provider and login (if already purchased)
- Hosting provider and login (or let us know if you'd like us to host it)
- Email setup (e.g., info@thevillagenurse.co.uk)
- Any existing website content or assets to migrate
- Current analytics tools (Google Analytics, Facebook Pixel, etc.)

6. Design References

- 2–3 websites you like (design, style, layout, etc.)
- Competitor or industry websites for reference
- Preferred visual style (e.g., clean, friendly, elegant, modern)

7. Timeline & Ongoing Needs

- Preferred launch date for the new website
- Key deadlines or events we should know about
- Do you require ongoing maintenance and updates post-launch?
- Do you need help with SEO, content writing, or analytics?

Next Steps

Once we receive the materials above, we'll begin drafting the structure and design of your website. We'll keep you updated at each milestone and ensure you're happy with the direction before launch.

Thank you again for partnering with JAES Solutions — we're excited to bring your vision to life.