Zibtek — Website Development Proposal

Prepared by BrightWeb Studio · June 19 2025

0 · Purpose of This Document

This specification is a **single source of truth** for both client stakeholders *and* the development team.
It explains **what** we're building, **why** it matters to Zibtek, and **how** we'll implement it.

1 · Business & Website Goals

Business Goal	Website KPI	Target
Increase qualified leads & high-value client acquisition	Consultation request form submissions	Significant increase in qualified leads
Enhance credibility & showcase expertise	Engagement metrics (e.g., avg. session duration, pages/session)	Improved engagement; lower bounce rate
Attract top talent	Careers page views & job application submissions	Increased qualified applicants

2 · Target Audience & Personas

Persona	Needs	Key Tasks on Site
"Business Decision Maker" (Potential Client)	Proof of expertise, service details, successful case studies, understanding of agile process, quick contact.	1) Explore services 2) View portfolio 3) Request consultation
"Prospective Talent" (Developers, Designers)	Company culture, open positions, tech stack, employee testimonials.	1) Browse careers page 2) Review job descriptions 3) Submit application
"Industry Researcher"	Zibtek's market position, specific technologies, thought leadership.	1) Read blog/resources 2) Review services

3 · Core User Flows

1. **Request Consultation** → Home → Services → Specific Service Page → Contact Form → Confirmation.

2. **Explore Portfolio** → Home → Portfolio/Case Studies → Specific Case Study → Learn about solution/results.

3. **Find Job** → Home → About Us/Careers → Job Listings → Apply.

4 · Information Architecture (Sitemap)

/
■■ home
■■ services
■ ■■ web-development
■ ■■ mobile-app-development
■ ■■ enterprise-solutions

- ■ ■■ it-staff-augmentation
- ■ ■■ ui-ux-design
- ■ ■■ cloud-computing
- ■■ portfolio
- ■ ■■ project-category-1
- ■ ■■ project-category-n
- ■■ case-studies
- ■ ■■ study-1
- ■ ■■ study-n
- ■■ testimonials
- ■■ about-us
- ■ ■■ team
- ■ ■■ agile-methodology
- ■■ careers
- ■ ■■ open-positions
- ■ ■■ company-culture
- ■■ blog
- ■ ■■ category/technology
- ■ ■■ category/industry-insights
- ■■ contact

5 · Content Requirements

Page	Content Owner	Assets Needed
Home	Marketing	Hero section content, unique selling points, featured services, client logos, testimonials snippets.
Service detail	Marketing	Detailed descriptions of each service, benefits, technologies used, relevant case study links.
Portfolio/Case Studies	Marketing	Visually compelling project overviews (before/after if applicable), detailed problem/solution/results narratives.
Testimonials	Marketing	Client quotes, client names/titles, company logos.
About Us	Marketing/HR	Company history, mission, values, team bios, detailed explanation of agile approach.
Careers	HR	Job descriptions, company culture statements, employee benefits.
Blog/Resources	Marketing	Articles on industry trends, technology insights, white papers, thought leadership content.

		Contact forms, phone
Contact	Marketing	numbers, email addresses, office locations.

Tone & Voice: Professional, expert, approachable, transparent; highlighting technical prowess and client-centric agile approach.

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6 · Visual & Brand Guidelines

- **Color Palette:** To align with Zibtek's existing brand identity and industry positioning.

- **Typography:** Modern and readable typefaces suitable for a technology company.

- **Logo Usage:** Prominent and consistent display of the Zibtek logo.

- **Accessibility:** WCAG 2.2 AA standards for contrast, navigation, and readability.

7 · Functional Specifications

Feature	Behaviour	Acceptance Criteria
Consultation Request Forms	Captures lead information and service interest.	Submits data to a designated CRM/email system; provides user with confirmation message.
Dynamic Portfolio/Case Study Display	Allows visitors to browse and filter projects.	Easy for Zibtek to add/update projects via CMS; high-quality images/videos; responsive design across devices.
Client Testimonials Section	Displays authentic client feedback.	Easy to add/edit testimonials; presents quotes, client names/titles, and company logos effectively.
Blog/Resource Content Management	Enables publishing and organizing articles, white papers.	Non-technical users can create, edit, and publish new content; content categorized and searchable.
Careers Section with Job Listings	Facilitates posting and managing job openings.	Clear job descriptions; application submission functionality (either integrated form or link to ATS).
Site Search	Allows users to quickly find information within the website.	Provides relevant search results for services, case studies, blog posts, and careers.

8 · Technical Stack & Integrations

Layer	Tech	Notes
Front-end	Modern JavaScript Framework (e.g., Next.js, React)	For a fast, scalable, and maintainable user experience.
CMS	Headless CMS (e.g., Sanity, Contentful, Strapi)	Empowers marketing team to manage content independently.
Hosting	Scalable Cloud Hosting (e.g., Vercel, Netlify, AWS Amplify)	For reliability, global content delivery, and efficient deployment.
Forms	CRM Integration (e.g., HubSpot, Salesforce)	Seamless lead capture and management.
Analytics	Google Analytics 4 (GA4) + Google Tag Manager (GTM)	Comprehensive tracking of user behavior and lead conversion.
Security	SSL Certificate, reCAPTCHA v3	Essential for website security and spam prevention.

9 · SEO & Analytics Plan

- **Primary Keywords:** Focused on Zibtek's core services and location (e.g., "custom software development Salt Lake City", "web development Utah", "mobile app development services", "IT staff augmentation").

- **Metadata:** Unique and compelling titles and meta descriptions for all pages.

- **Technical SEO:** XML sitemap generation, proper robots.txt configuration.

• **Analytics Goals:** Configuration of GA4 goals for key conversion events (e.g., contact form submissions, consultation requests, career applications).

10 · Accessibility & Compliance

1. All interactive elements navigable via keyboard.
2. Meaningful alternative text provided for all images.
3. Appropriate ARIA landmarks used for semantic structure.
4. Compliance with relevant data privacy regulations and standards.

11 · Project Timeline

Phase	Output
Discovery & Strategy	Defined personas, information architecture, and core functionalities.
User Experience (UX) Design	Wireframes and user flow diagrams.
User Interface (UI) Design	High-fidelity mockups and design system.
Development & CMS Integration	Fully functional website build with content management capabilities.
Quality Assurance & Launch	Thorough testing, deployment, and go-live.
Training & Handover	Documentation and training for content management.

12 · Investment Summary

Pricing details to be provided upon a detailed consultation, following a comprehensive understanding of specific project scope and requirements.

13 · Assumptions & Exclusions

- Client will provide existing brand guidelines, high-resolution logos, and initial visual assets.
- Client will supply all website copy and content for core pages.
- Client will provide access to existing testimonials, case study data, and relevant project details.
- Any complex custom integrations with third-party systems (beyond standard CRM/ATS connections) are subject to a separate scope of work.
- Content creation (e.g., writing new blog posts, detailed case studies from scratch) is outside the scope unless explicitly added.

14 · Acceptance

Name	Title	Signature	Date

BrightWeb Studio — Who We Are

Delivering high-converting digital solutions for leading businesses.

Contact: [Your Name] · [Your Email] · [Your Phone Number]