# Out Current Site

Existing Site: www/paymentvision.com

Our current website has served us well with it's clean design, however, over time the

framework of the website has deteriorated due to initial theme being custom and many

elements lacking support. This has impacted our ability to modify the website without

causing critical errors.

Additionally, the current website lacks strong direction for customer journeys to take

place with many resources being hard to navigate to.

Positive elements of our current site:

Great top level navigation

Strong SEO

Good amounts of content

# Goals for New Site

* Retain ease of navigation
* Balances strong SEO performance with
* strong visitor engagement
* Is visitor centric (integrates visitors into
* the narrative)
* Showcases PaymentVision as an industry leader in our space and highlights our values and how those values translate into being a the best partner to the companies we work with.
* Clearly articulates what PaymentVision
* does
* Compels visitors to engage and take the next step with us (generates leads)
* Professional, modern, sophisticated,Clean
* Immerses visitors in their sector and areas of interest (sector ecosystems)

# PROJECT DELIVERABLES

1. Site Architecture (website needs to be designed in WordPress and use a supportable template that

is maintainable in the future)

2. Must use our hosting company of choice

3. Site Wireframes - the basic wireframe will be provided as seen above in so far as all the copy,

pictures, design and exiting sitemap will be supplied. You would responsible for developing

wireframes in so far as to support the following elements below:

- Top Navigation

- Footer

- Home Page

- Construct at least 1 service page template (PV will create the remaining pages)

- Construct least 1 set of an industry template (PV will create the remaining pages)

- Blog / Lobby Page with multiple displayed categories and relevant posts for each.

(great example found here: https://www.elavon.com/resources/insights.html)

- Blog Detail Page with email capture ability.

• Blog post management and authoring.

- Case studies page templates (can be posted)

- Whitepaper management

• Gated PDF/whitepaper email capture ability, current example:

https://www.paymentvision.com/resource-center/resource-center-whitepapers

- Calendar management plugin

• Event management and authoring.

4. Development of All Core Pages & Templates

5. Establish with exist person training and procedural documentation

1. How content could be maintained and support

2. Update and maintainability processes

3. SOP on content management

6 .Plan to migrate current Blogs, client Success Stories and help plan out procedures how will migrate

all the existing content into new templates

7. Integration with Current/Proposed Tech Stack. Leads generation and leads quality:

- Gravity forms for lead submission tracking

- ClickDimensions for posting leads

- Google CATCHA

- SEO Plugin such as Yoast & Schema markup capability

8. Implement Current/Proposed Tracking (Google Analytics, HubSpot, etc) Your preferred website

caching plugin

- Upgraded caching plugin with features such as, code minification, lazy loading, preloading

cache, defer/async capabilities.

- Image optimization plugin to convert images to Webp.

9. Role Management

Ability to create roles and responsibilities Manage Users

Audit track on changes within the system SOP on content management