

## Project For

Precision Steel Framing

To be successful for this project, Spies Web solutions needs to develop a website that brings a mass number of traffic to the site, with low rates of drop off.

## GENERAL INFORMATION | The big picture your website developer needs to know

### Identify the intended URL

Website Address	<a href="https://www.psfsteel.com">https://www.psfsteel.com</a>
Facebook	<a href="https://www.facebook.com/psfQld/?ref=bookmarks">https://www.facebook.com/psfQld/?ref=bookmarks</a>
Instagram	None
Google +	None
Associated Other	None

### Describe the concept

Spies Web Solutions is to provide a lead capturing / high conversion, Google – Page 1 listed website for Precision Steel Framing, who have an exciting new product range to release nationally in Australia. Precision Steel Framings focus will be on the new product range.



The proposed new Website is to promote the product in a way to capture new market share and provide opportunities for high conversions. The website is to provide -

- A design that is Dynamic with an easy CMS: The client is to easily manage content through an intuitive dashboard
- Search Engine friendly and optimised with keywords etc applicable to their industry
- Responsive: Optimal View on all devices - Mobile, Desktop and Tabs for SEO and better user experience
- Lead Management / CRM tools
- Automated e-mail marketing tools
- Agile Website Development - The ability to manage all content on pages including images and add pages.
- Usage and analytic data available for review

### Identify the primary contacts

Business Owner	Steven Spies
Marketing Manager	Steven Spies
Sales Manager	Steven Spies
Lead Developer	Steven Spies
Content Provider	Steven Spies



### **Identify your intended launch date for the site**

Deadline 10 Working Days

### **Establish your budget**

Project Budget \$700.00

## **GOALS & OBJECTIVES** | Your benchmarks of success for what you want to achieve

### **Identify the main business problem**

Precision Steel Framing is now offering a solution to the industry for more aesthetically pleasing sheds, and sheds that offer more functionality.

The new shed ranges offer-

Different Roof Styles - Makes the sheds look great (match the look of existing house)

Dutch Gable Roofs

Hip Roofs

Roof Overhangs available to each roof.

Ease of Installation

Roof panel system, enables client to have clearly labeled items to screw together

Different Wall cladding Styles -

Vertical / Horizontally sheeted with

Corrugate Colorbond

Metal Colorbond Weatherboard Profiles

Owners can provide their own claddings to suit i.e Brick, Blue Board, Other Hardies products etc.

Able to line the inside

Closer stud centres means the client can line the inside of the shed to make it into games rooms, childrens retreats, granny flats.

### **Prioritize your primary short-term/long-term online business objectives for the website**

marketing/branding awareness, increased lead generation, direct online sales, fewer customer service calls, etc.).

### **List any special opportunities or potential problems**

Precision Steel Framing will need to implement a Email Marketing system to improve sales presence and help increase customer awareness of new offers and products.

Also an eCommerce site will need to be linked to achieve more sales online, without creating more service calls



The eCommerce site will need to be made to suit industry standard units of measure and calculation for pricing.

### **Identify any specific eCommerce requirements**

The eCommerce site will need to be made to suit industry standard units of measure and calculation for pricing.

Units of measure required additional to the existing

- per m
- per m2
- per kilometer
- per unit (eg 100, 500 Whatever qty they like)
- set length (e.g 6000mm)
- Ability to add colour selection of Colorbond colors, not load each item and seperate colour
- per night
- per hour
- < Rules
- > Rules
- % of Total

Delivery table by set area – eg Toowoomba \$155, Warwick \$350 etc.

Industry standard unit of measure is mm – ie when ordering sheeting Qty 6 Length 7600mm

## **TARGET AUDIENCE | Outlining the right approach for the right reaction.**

### **Map out your intended audience**

The audience for these ranges will be general public consumers who are looking to buy a kit only, and arrange for a builder to look after the rest.

Also this product range is a prestigious item to have, so will attract a market looking for the best product, best service – Total Quality

## **POSITIONING/IMAGE | Defining the desired end-user experience**

### **Use adjectives to describe the new website's desired look, feel, and functionalit**

The new website it to portray - prestigious, informative, friendly, corporate, forward thinking, innovative, and cutting edge

### **How does your organization try to differentiate itself from competitors or alternatives?**

No other businesses have these products in there ranges. Precision Steel Framing is unique, whilst being diverse and cost effective. Precision Steel Framing develops their own software in house which enables them to focus on customers needs, with new Ranges continually being developed.

### Identify your competitors' URLs

Titan Sheds	<a href="https://www.titangarages.com.au/">https://www.titangarages.com.au/</a>
Widespan sheds	<a href="https://www.sheds.com.au/kit-homes/">https://www.sheds.com.au/kit-homes/</a>
Fair Dinkum Sheds	<a href="http://www.fairdinkumsheds.com.au/">http://www.fairdinkumsheds.com.au/</a>
Stratco	<a href="https://www.stratco.com.au/products/building-construction/steel-wall-framing/">https://www.stratco.com.au/products/building-construction/steel-wall-framing/</a>

### URLs of other relevant websites for new Look and feel

Site Client Likes	<a href="https://www.ranbuild.com.au/">https://www.ranbuild.com.au/</a>
-------------------	---

## DESIGN | Establishing the look-and-feel of your new website

### List any organizational graphic standards

Modern Fonts and browser friendly. Use industry standards for visual impact.

### Identify all visual elements or content

Logo	Current Logo to remain
Colour Scheme	Up to designer – must be visually pleasing and professional
Navigation	Navbar to be done same as Ranbuild eg. Items to populate navbar will be provided separate Intuitive layout design for easy navigation and organisation
Images	Current website images to be incorporated. We can add to a dropbox file if required.
Some new images will be provide where required by Precision Steel Framing, for carports and where required additional.	

No video required at this point

### Do you need to accommodate visitors

Factors	Currency – Australia
Language	English

## CONTENT | Managing expectations for the substance of your website

### Outline your vision for the website's structure/content

Menu Items	Products	I will send more information
	DIY	
	About	
	News	
	Contact	

### Will the site use existing content?

Existing content can be used from the existing website. It would be desirable that some copyright content be added where required to get relevant message and Call to actions at top of clients awareness

Approval of content will be by Steven Spies.



### **How often do you intend to update your site**

Precision Steel Framing would like to be able to update, through an agile site – an intuitive Dashboard, news and Contact sections

### **Identify any regulatory issues**

No disclaimers required

## **TECHNOLOGY | Identifying structural requirements to guide optimal execution**

### **List any mandatory or primary functionality or technology requirement**

Email marketing, Content management, eCommerce, Google Analytic, Seo Optimised  
Site Map

### **Outline additional desired functionality requirements**

Site Security - Standard security applicable to basic website required  
SEO – Keywords for Page 1 listing

### **Describe, in detail, any currently used software**

None

### **Describe any business application(s)**

Hosting	Client will host on their own Hostpapa account PSF has all the relevant logins and authourity No other internal software to consider.
---------	---

Domain	Client owns domain – No transfer required.
--------	--

### **Identify any existing technology limitations**

None

## **MARKETING | Preparing your new website for maximum exposure and success**

### **How do most people find out about your existing website?**

Precision Steel Framing will be offering a unique rewards programme  
Facebook  
Facebook adds