

HIGH LEVEL SPECIFICATION

- **Nature of Business – Physical Therapy Clinic & Fitness and Wellness Center**
- **Currently had a very basic website hosted on GoDaddy**
- **Need to develop from scratch a Word press based website**
- **Key Features in the website:**
 - **Must be a responsive website (shows well on PC, Laptop, Tablets, Smartphone etc)**
 - **Online form that the patients can fill to contact the clinic**
 - **Ability for the patients to download forms/documents/PDF files**
 - **Page to get patient surveys – page with radio buttons, pull down buttons and free text.**
 - **When seeing from smartphone – ability of patients to call the clinic by clicking on a button “Call Us Now”**
 - **Ability for the patients to sign up for newsletter by providing their email and contact information**
 - **Mail chimp or something similar integrated to the website to mail news letters to patients or prospective patients**
 - **Web site should have a dynamic page where patient can click on body parts to read about different physical problems and their cure. This is very important!!!!**
 - **See this page for what we are looking for:**
 - <http://www.excellentchoicet.com/conditions/>
 - **A you tube video linked or integrated on main page or sub page**
 - **Video will be provided by the buyer**
 - **Website should be SEO and have blog page also.**
 - **Developer to provide pictures for the website that is relevant to Physical Therapy.**

- **Admin Features**
 - **Ability for the web site admin to make changes to the web pages, add and delete content with ease**
 - **Google analytics integrated with the website so admin can get traffic and other website related information**
 - **Other Google Admin tools to be integrated.**
- **Document and/or a youtube on how to maintain the website and use the admin features.**
- **A website that is very close to our requirements is listed below:**
 - <http://www.excellentchoicet.com/>
- **Development Proposal**
 - **On developers hosted site:**
 - **Mockup**
 - **First pass website with admin features not necessary coded in**
 - **Final version of website**
 - **Buyers hosted site (GoDaddy)**
 - **Install and validate working website on all platforms.**
<http://homecentrishomehealth.com/>