



CDA

Website Requirement Specification

Author	Date	Version
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CONTENTS

1. Designs	6
1.1. Design Links	6
2. Overview Of Platform, Architecture & Settings.....	10
2.1. Platform.....	10
2.2. Domain Names	10
2.3. Security.....	10
2.4. Cross Browser Compatibility	10
2.5. Responsive design	11
2.6. SEO	11
2.7. Website Performance	13
2.8. Cookies	13
2.9. WordPress General Settings.....	13
2.10. WordPress	13
2.11. Contact Forms.....	16
2.12. Form Field Validation.....	16
2.13. Images.....	16
2.14. Videos	16
2.15. Animation	17
2.16. Links	17
2.17. Content Sharing	17
2.18. Next JS Front End.....	17
3. Cross Population of Content	18
3.1. Overview	18
4. Third-party Systems	19
4.1. HubSpot.....	19
4.2. Emails: Brevo	22
4.3. Lead Forensics	22
4.4. Zoominfo	22
4.5. Spam Captcha.....	22
4.6. CleanTalk	22



5.	Tracking.....	23
5.1.	Google Tag (Analytics).....	23
5.2.	Google Tag Manager	23
6.	Navigation	25
6.1.	Admin	25
6.2.	Header Bar.....	25
6.3.	Footer	25
6.4.	Floating CTA.....	26
7.	Content Pages	28
7.1.	Homepage	28
7.2.	About	28
7.3.	Team Listing.....	29
7.4.	Team Profile	29
7.5.	Services Landing	30
7.6.	Service Overview - eCommerce	30
7.7.	Service Details Page	31
7.8.	Service Overview – Outsourced CMO	32
7.9.	Knowledge Hub	33
7.10.	Case Study Page.....	33
7.11.	News Article Page	34
7.12.	Contact Us.....	35
7.13.	Jobs Listing (Careers)	35
7.14.	Job Details.....	36
7.15.	Technologies.....	36
7.16.	ROI Calculator	37
7.17.	Policies Landing	38
7.18.	Policies Details	38
7.19.	404	38
8.	Content Repeater Rows	39
8.1.	Rules	39
8.2.	Homepage header.....	39



8.3.	Image & frame left, text & CTA right	39
8.4.	Services Accordion	40
8.5.	Technologies Slider	41
8.6.	Values	41
8.7.	Showreel.....	42
8.8.	Stats & Image	42
8.9.	Case Studies.....	43
8.10.	Locations with image	43
8.11.	News Carousel	44
8.12.	Newsletter	44
8.13.	Content Page Header.....	45
8.14.	USPs	45
8.15.	Culture Gallery slider	46
8.16.	Approach.....	47
8.17.	Full Video	47
8.18.	Indented Image left, text right	47
8.19.	Team Image left, text right	48
8.20.	Join Our Team	49
8.21.	Team Profile.....	49
8.22.	Meeting Booker	50
8.23.	Team Carousel	50
8.24.	Services carousel with images	51
8.25.	Services header.....	51
8.26.	Services Expanded	51
8.27.	Introduction: 2 CTAs	52
8.28.	Service cards	52
8.29.	List left, text right.....	53
8.30.	Centred text CTA.....	53
8.31.	Text Left	54
8.32.	Client logos & image	54
8.33.	Service Stats.....	55



8.34.	Two Column text.....	55
8.35.	CTA & Image on grey	55
8.36.	Services introduction: 1 CTA.....	55
8.37.	Full width text (grey background)	56
8.38.	Video left, text right.....	56
8.39.	Full width text (white background)	57
8.40.	Text left, image & frame right	57
8.41.	Image left, text & CTA right	58
8.42.	3 x Columns with icons	58
8.43.	Contact form left, image right	58
8.44.	Global Blocks.....	59
9.	POST Types.....	60
9.1.	Services.....	60
9.2.	Technologies (Platforms)	60
9.3.	Case Studies (Projects)	60
9.4.	News (Insights)	60
9.5.	Jobs (Careers)	60
9.6.	Sectors.....	60
9.7.	Team.....	60
9.8.	Policies.....	61
10.	cCONTENT Migration	62
10.1.	Current Content.....	62



1. DESIGNS

1.1. DESIGN LINKS

Task	Detail
1.	<p>Homepage:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/388a27cf-5825-491e-9659-661cdb6dc317</p> <p>Menu:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/15383bab-8dac-4f8a-8427-e61077b64c51</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/2a159570-249f-429e-9b68-f65d5375e146</p> <p>& https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/d9cc7e1a-1d80-47b4-b028-21015bf804d6</p> <p>About:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/550947c2-3791-459a-b7eb-dd584e08a4ac</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/7c5f65f5-7bf3-44f9-8af3-927c454417fe</p> <p>Team listing:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/fc1a2a23-2da0-45b9-9787-dd08e5c27196</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/2056b993-49c5-4dbd-a3f1-56205b377309</p> <p>Team profile:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/d155a286-e5fd-41e3-94b8-40d849ce780e</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/32edea47-42e4-4f7c-b6c6-164653309622</p> <p>Services Landing:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/126330cf-344a-4abc-8015-15650ee95fa3</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/3be3ddd3-a716-49bf-8ba8-7548ba64ef9d</p>



	<p>Book a time CTA pop up:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/d4575eda-5ce0-4190-b67f-4a44e4bf7ae5</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/a0abb029-3472-4e49-a191-38bdad4645e4</p> <p>Service Overview (top level service category):</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/b3be3cd0-18fe-470e-92cd-7f84d67cde3a</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/dc07badc-fe28-4732-bf2e-db2eac2224b2</p> <p>Service Details pages:</p> <p>eCommerce related services:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/c7a85972-6516-4d9e-9f8e-3f87d9f85837</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/8d0ed72b-7f38-4bfa-ab04-48076e0f5254</p> <p>Outsourced CMO:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/f4f0c68e-6e2c-493f-bc19-e610a8b58456</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/6ae930ef-5a65-4ba4-88da-0c9f1ceb21f5</p> <p>B2B Lead Generation:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/b2e8fcad-e032-4c74-9e07-dc129d72fd45</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/ff6eb7b2-0928-4b1c-b81f-f1fb55308dce</p> <p>Software Development:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/f4a974d4-68c2-4b3e-8c35-ad40c29ee2c1</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/372aac62-7753-48c3-a153-bfcb2cfdc749</p> <p>Booking systems:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/765a1e32-4c52-4746-918c-13aeaf9c20de</p>
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	<p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/a6a1c3a5-70f9-4e9a-983b-d72c3dc0e194</p> <p>Digital Marketing:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/05a30f16-94c5-4633-87af-fe2a2187e1ac</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/7673cd17-9e57-44a6-beed-5391072d8703</p> <p>AI:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/1df76772-57a3-46d1-a3bf-a1cf004d07ad</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/b0f5244f-0e69-40cd-b68b-2fa7a85746e5</p> <p>Knowledge Hub (Resources Listing):</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/1b94f16f-4479-4d57-9681-d3bdf4544b33</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/7ac11444-0921-4620-8613-6b0470e46e8a</p> <p>Knowledge Hub > Case Study</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/ccd3eb7a-6b59-49c4-8c70-48ca63b19423</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/8ee0aaf4-43d3-45b1-825e-5c7b31fc30d4</p> <p>Knowledge Hub > News article</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/53a5094e-b1d5-4fb4-ae88-f77047c59f20</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/3a6bd8da-98b2-4221-961b-78e9768d3de2</p> <p>Contact:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/cd4cb054-cea0-447f-a267-f25ebb6769a1</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/1782df86-919a-46da-a4dd-ea7f29969e78</p>
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	<p>Careers (jobs listing):</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/fcde4897-5397-48f9-9742-b3c8cdb1af92</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/0b5765b9-5412-4f99-aed1-cef9f68f558f</p> <p>Careers > Job details</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/c8146ee5-407a-4c7d-bf92-1191ad0db4cb</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/40b89e81-36ae-4c42-b3f9-7dae8da35315</p> <p>Technologies:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/dfce0b80-ccbe-4bcc-925e-0448d68dd1a0</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/c4cb033d-b93f-4159-853d-bd7f4a3383b7</p> <p>ROI Calculator:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/85ad3331-e79a-444e-b899-a956460abf43</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/f07219e5-b876-4ee1-8f61-734963013322</p> <p>Policies Landing:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/cfd7a7bd-486a-4fcd-a0e6-6a64ee38a821</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/4c18ce4d-20cf-4aa5-9516-c0794128a978</p> <p>Policy Details:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/7933484f-d687-4d75-a34b-62187e539b88</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/7f7b6394-1c28-43fb-bab2-73183e4e7fa9</p> <p>404:</p> <p>Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/6b06c851-32ef-4efb-99c1-00a02c7846e8</p> <p>Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/1dc2572b-989c-44b6-a4a8-f0622279205a</p>
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2. OVERVIEW OF PLATFORM, ARCHITECTURE & SETTINGS

2.1. PLATFORM

Task	Detail
2.	The website will be build on WordPress with a Next JS front end

2.2. DOMAIN NAMES

Task	Detail
3.	The website domain will be cda.group
4.	The www version should redirect to the non www version

2.3. SECURITY

Task	Detail
5.	WordPress admin to be a random string of numbers and letters and not the default /admin. For example: domainname.com/dhdh4j21mds23
6.	No admin usernames to be set to 'admin'
7.	Disable directory listing through .htaccess file
8.	In WordPress remove the WordPress Version, script version and Site Editor under appearance menu
9.	All website Admin logins must use Two Factor Authentication.

2.4. CROSS BROWSER COMPATIBILITY

Task	Detail
10.	<p>The website application must be responsive and work on the following operating systems, browsers and devices:</p> <ul style="list-style-type: none">• Windows PC / Laptop / Desktop: Google Chrome Firefox Safari (Latest versions) Edge• Apple Mac Laptop / Desktop: Last 3 years operating systems Safari Google Chrome Firefox• Apple iPhone Released in the last 3 years Default Safari browser• Android phones Released in last 2 years Samsung Google Pixel Sony



	<p>Default Chrome browser</p> <ul style="list-style-type: none">• Apple iPads Released in the last 3 years Default Safari browser• Android tablets Released in last 2 years Samsung Google Pixel Sony Default Chrome browser
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2.5. RESPONSIVE DESIGN

Task	Detail
11.	<p>Responsive design should work for the following screen resolutions:</p> <ul style="list-style-type: none">• Desktop: 1366x768 1920x1080 1440x900 1536x864 1600x900 1280x720 1280x800 1280x1024 1024x768 1680x1050 2560x1440 1360x768 1920x1200• Tablet: 768x1024 1280x800 1024x1366 800x1280 834x1112 600x1024 1024x768 962x601 1024x600• Mobile: 360x640 375x667 360x720 414x736 412x846 360x760 375x812 360x740 412x732

2.6. SEO

Task	Detail
12.	Ensure Yoast is installed and reads all the page content (description and repeater fields).
13.	Data will be structured using www.schema.com as the best format to use) to increase the number of ways Google can display the content, thus increasing opportunities for users to engage with the website and specific content.
14.	Automated XML Sitemap generator with url domainname.com/sitemap.xml
15.	Site must be submitted to webmaster tools and all URLs must pass.
16.	Favicon must be added.
17.	Site title must be our brand name spelt correctly with grammar and spacing: CDA
18.	URL Structure <ul style="list-style-type: none">• No underscores (_) in URL's – use hyphen's (-)

	<ul style="list-style-type: none"> • All URLs to be friendly (for example <code>www.domainname.com/category/page-name</code>) • No file extensions such as <code>.html</code> / <code>.htm</code> / <code>.etc</code> • When filtering search results / categories / blog listings the URL must build up and be unique • Services should not include category in URL. They should be <code>domainname.com/service-name</code>. Not <code>domainname.com/category name/service-name</code>
19.	<p>Duplicate Content and pages</p> <ul style="list-style-type: none"> • Having any form of duplicate content can confuse Google as to which page to rank, potentially affecting your rankings and in turn your traffic and conversions/sales. • Page URLs; from multiple site versions - <code>"www."</code> / <code>"non-www"</code> • Site will use non www and the www version will redirect to it • Homepage: Specifically checking variations of your homepage such as <code>"/home"</code>, <code>"/index.php"</code>, <code>"/index/html"</code> etc.
20.	<p>Robots TXT file</p> <ul style="list-style-type: none"> • A robots.txt file tells Google which pages not to crawl. This must be included. By default, it should allow all pages to be crawled.
21.	<p>JavaScript rendering –</p> <ul style="list-style-type: none"> • JavaScript takes twice as long to crawl and render by Google, this is why it's pertinent to check whether all of pages are able to be crawled and indexed in a timely manner. Please keep rendering to a minimum. • Page content must use header hierarchy H1, H2, H3, H4, H5, H6 • All pages in the eCommerce flow must have configurable meta titles, keywords etc. This includes all category pages, products pages, basket, checkout etc. • 301 Redirects should be controlled through htaccess file and will be supplied in Excel format as part of the go live procedure.
22.	<p>For all pages on the website we need:</p> <ul style="list-style-type: none"> - Ability to write and amend SEO Tags in CMS - Ability to write and amend Meta Descriptions in CMS - Ability to write and amend Meta Tags in CMS - Ability to write and amend Alt tags in CMS - Ability to write and amend URL Slug in CMS
23.	Ability to stop search engines indexing pages by adding no follow tags.
24.	Ability to add alt texts to all images.



25.	Website needs to optimise images for web automatically. So, if a website admin uploads a large file the website compresses and saves for web.
26.	Programming of website to include all SEO best practices.

2.7. WEBSITE PERFORMANCE

Task	Detail
27.	Using Google Page Speed Insights website must score about 80 for mobile and desktop - https://developers.google.com/speed/pagespeed/insights/
28.	Using GT Metrix, the site must score a A for Page Speed Score and A for Y-Slow Score - https://gtmetrix.com/

2.8. COOKIES

Task	Detail
29.	On site load (no matter what page) the user must be presented with a cookie acceptance widget where we ask the user to either agree or disagree to using the cookies. Based on decision by the user the website should disable the cookies accordingly or use them.
30.	No cookies will be placed until accepted by the website user.

2.9. WORDPRESS GENERAL SETTINGS

Task	Detail
31.	<ul style="list-style-type: none">• Site Title = CDA – Digital Agency• Tagline = Digital With a Human Touch• Administration Email Address = info@cda.group• Site Language = English (UK)• Timezone = London• Date Format = written in full e.g. 11th March 2023• Time Format = hh:mm• Week starts on = Monday

2.10. WORDPRESS

Task	Detail
32.	Guttenburg / Elemantor editor to be removed in WordPress as this will be replaced with CDA flexible repeater row.
33.	No plugins should be used for content, such as Divi in WordPress.
34.	All repeater rows will have a WYSIWYG editor so admin can add formatting, bullet points etc.
35.	Bullet point formatting should match the site design and style of the website, including spacing between lines and indentation.

36.	<p>WordPress Posts (Blogs etc):</p> <ul style="list-style-type: none"> • Posts must be set up with featured image for the listing page and a second featured image for the article page itself. If no article page image is added, then the default featured image is shown. • There must be a desktop and mobile image upload field for both listing featured, and article featured images • Filters must be dynamic and only show the filter options that have been tagged to the content shown. After the user selects a filter option to filter the articles shown, the other filter options should then reflect what has been tagged for the remaining content only, until the user clears the filters. • On post listing pages where there is a filter, the filter should not be selected or filtered in any way on page load, until the user selects an option. • There must always be a 'clear filters' option and page should use ajax and not refresh when narrowing choices on filters. • Where we have a 'latest post' widget on a page, by default the latest articles are shown, with the most recent on the left. If admin requires, they can override this per page and choose which articles show based on either tags or by selecting the articles themselves. • The other default functionality of WordPress posts should remain. Such as published date, authors, title, categories • For authors, the admin will be able to create a list of authors and then assign one to an article. For each Author we will require name and image. This is not mandatory, or neither are the fields. • The table must use flexible row content and is not mandatory.
37.	<p>Custom Post Type</p> <ul style="list-style-type: none"> • The website is designed with pages such as case studies, team members, FAQ's, jobs and testimonials specification will be provided for that project. However, all these custom post types must utilise WordPress best practise and allow website admin multiple tags. • Unless stated per project the custom post should not be viewable out of a page URL. For example, if we had FAQ post type then they would only be viewable on a team page that uses custom post type rather than the raw data contained in the post on its own URL.

	<ul style="list-style-type: none"> • All data filed should be based on repeater content blocks so that the website admin only has to enter the data via fields and the general editor. • If a featured image is set for a post type, both mobile and desktop options should be presented. If the mobile image is not uploaded, then it will default to the desktop. • Where we have a 'latest XXX' widget on a page, by default the latest posts are shown, with the most recent on the left. If admin requires, they can override this per page and choose which posts show based on either tags or by selecting the articles themselves. • Unless the design dictates, comments should be disabled.
38.	<p>Pages</p> <ul style="list-style-type: none"> • All pages will have a designed template as per the design assets provided • All content templates to be correctly named in the WordPress admin • Default text editor and flexible content rows should be available • If a featured image is set for a post type both mobile and desktop options should be presented. If the mobile image is not uploaded, then it will default to the desktop.
39.	<p>Flexible Content Rows</p> <ul style="list-style-type: none"> • The Flexible Content field provides a simple, structured, block-based editor. All posts and pages should allow users to create content using these rows • The website admin will be able to drag and drop the row order • In each row the website admin will be able to control all content • In each row the admin will be able to set the background colour of the block – either white or grey. By default they should be set up as per the designs.
40.	<p>Content Scrollers / Image Banners</p> <ul style="list-style-type: none"> • Admin can choose auto scroll on/off • If admin sets auto scroll, they can choose time delay between slides • All content will have image fields and text fields to construct the content • There will be image fields for mobile and desktop imagery
41.	Keeping The CMS Tidy



	<ul style="list-style-type: none">No fields should be shown in the CMS which are not used on the website.
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2.11. CONTACT FORMS

Task	Detail
42.	All contact forms to have a Google Captcha
43.	All contact form data entry to be saved in WordPress
44.	All contact forms to use Brevo to send emails
45.	On submission of a contact form the sender (website user) will receive a confirmation email that their enquiry has been sent with details of the enquiry. This should be styled as per the website brand and be in HTML5/CSS3 format, so it responds to the user's device.
46.	On submission of a contact for the receiving email address (website admin or otherwise specified per form) the email should contain all form information in a clear table. When they click reply from their email client it should prepopulate the email address of the sender in the "to field". These emails should be in HTML5/CSS3 format, so it responds to the admin device.

2.12. FORM FIELD VALIDATION

Task	Detail
47.	If a form is incorrectly submitted the user must be shown what fields are incorrect and a message so they can correct.
48.	All mandatory fields should be shown with an * after the label.
49.	If field validation is not met each field is highlighted with an error description that matches the website design.

2.13. IMAGES

Task	Detail
50.	All images uploaded via the website admin to be compressed and made web safe on upload.
51.	In the admin, where we ask the user to add an image to a field, such as a 'featured image' on a blog page on a blog page, the field in the CMS must indicate in the description the optimal width and height dimensions so the user knows what size to upload for both desktop and mobile.
52.	The media library functionality in WordPress as per WordPress default
53.	All images will have an alt tag.

2.14. VIDEOS

Task	Detail
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54.	Videos will either be file uploads or external URLs from Vimeo or YouTube. Admin can choose either option for any video
55.	Admin can set whether they want the video to auto play on page load or not
56.	Videos will have a field for mobile and desktop thumbnail.

2.15. ANIMATION

Task	Detail
57.	A full animation spec has been provided separately.

2.16. LINKS

Task	Detail
58.	All internal links should open in same tab
59.	External links should open in a new tab
60.	Admin can overrule these options if required
61.	If a content block is a link such as an image or an image with a title under it all the content will be clickable (mouse cursor should be hand tool)
62.	Links should be styled as per design
63.	Links should be relative and not hard coded

2.17. CONTENT SHARING

Task	Detail
64.	The site will incorporate social sharing of products and content through the sharing widget.

2.18. NEXT JS FRONT END

Task	Detail
65.	The front of the website will be built in Next JS.



3. CROSS POPULATION OF CONTENT

3.1. OVERVIEW

Task	Detail
1.	The site will be built with post types for: News, Case Studies (Knowledge Hub), Services (Main and Services details), Sectors, Careers (Jobs) & Technologies
2.	The databases will be used for tagging and cross-population of content across the website, as well as filtering on listing pages.
3.	Admin can overwrite the automation of content population and manually select the content to display on all pages should they require.

4. THIRD-PARTY SYSTEMS

4.1. HUBSPOT

Task	Detail
66.	<p>HubSpot will be integrated for various functions:</p> <ul style="list-style-type: none"> Marketing newsletter sign up Contact forms will be embedded using HubSpot code with our custom design on top
67.	<p>Contact Us form:</p> <pre><script charset="utf-8" type="text/javascript" src="//js-eu1.hsforms.net/forms/embed/v2.js"></script> <script> hbspt.forms.create({ portalId: "143891025", formId: "a96b433a-ff5a-4a4b-8a94-5ad81115476e", region: "eu1" }); </script></pre>
68.	<p>Newsletter form:</p> <pre><script charset="utf-8" type="text/javascript" src="//js-eu1.hsforms.net/forms/embed/v2.js"></script> <script> hbspt.forms.create({ portalId: "143891025", formId: "d91d6a70-edc5-4879-a79c-16b6d4e5bb00", region: "eu1" }); </script></pre>
69.	<p>Job Application Form – must auto fill the job role page that the user was on when they completed the form:</p> <pre><script charset="utf-8" type="text/javascript" src="//js-eu1.hsforms.net/forms/embed/v2.js"></script> <script> hbspt.forms.create({ portalId: "143891025", formId: "6bbbcee8-3bee-4e8c-ac56-d2f2dd3bfac8", region: "eu1" }); </script></pre>

70.	<p>eCommerce Services form:</p> <pre><script charset="utf-8" type="text/javascript" src="//js-eu1.hsforms.net/forms/embed/v2.js"></script> <script> hbspt.forms.create({ portalId: "143891025", formId: "80e897f8-198d-42e2-81b8-41f6732d4218", region: "eu1" }); </script></pre>
71.	<p>B2B Lead Generation Services form:</p> <pre><script charset="utf-8" type="text/javascript" src="//js-eu1.hsforms.net/forms/embed/v2.js"></script> <script> hbspt.forms.create({ portalId: "143891025", formId: "80e897f8-198d-42e2-81b8-41f6732d4218", region: "eu1" }); </script></pre>
72.	<p>Software Development Services form:</p> <pre><script charset="utf-8" type="text/javascript" src="//js-eu1.hsforms.net/forms/embed/v2.js"></script> <script> hbspt.forms.create({ portalId: "143891025", formId: "074aaebe-afd8-4cd4-aed3-9121b4a6cc8f", region: "eu1" }); </script></pre>
73.	<p>Booking Systems Service form:</p> <pre><script charset="utf-8" type="text/javascript" src="//js-eu1.hsforms.net/forms/embed/v2.js"></script> <script> hbspt.forms.create({ portalId: "143891025", formId: "49fddd49-7309-4c02-9cd9-af6ac456a12e", region: "eu1"</pre>

	}); </script>
74.	<p>Outsourced CMO service form:</p> <pre><script charset="utf-8" type="text/javascript" src="//js-eu1.hsforms.net/forms/embed/v2.js"></script> <script> hbspt.forms.create({ portalId: "143891025", formId: "2a38348b-7333-42c2-bc42-24d0cf303487", region: "eu1" }); </script></pre>
75.	<p>Digital Marketing services form:</p> <pre><script charset="utf-8" type="text/javascript" src="//js-eu1.hsforms.net/forms/embed/v2.js"></script> <script> hbspt.forms.create({ portalId: "143891025", formId: "8a22cbe4-8abf-4e1f-8bac-7f40a4f1f866", region: "eu1" }); </script></pre>
76.	<p>AI Service form:</p> <pre><script charset="utf-8" type="text/javascript" src="//js-eu1.hsforms.net/forms/embed/v2.js"></script> <script> hbspt.forms.create({ portalId: "143891025", formId: "58c24def-6c60-45b4-be8c-bf699201624c", region: "eu1" }); </script></pre>
77.	<p>Social media audits form:</p> <pre><script charset="utf-8" type="text/javascript" src="//js-eu1.hsforms.net/forms/embed/v2.js"></script> <script></pre>



	<pre>hbspt.forms.create({ portalId: "143891025", formId: "d954bee7-02d3-46f1-8a85-a822fc6f1932", region: "eu1" }); </script></pre>
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4.2. EMAILS: BREVO

Task	Detail
78.	Emails sending should be with https://www.brevo.com/

4.3. LEAD FORENSICS

Task	Detail
79.	Tracking code to be implemented. Login details to be provided separately.

4.4. ZOOMINFO

Task	Detail
80.	Tracking to be implemented. Login details to be provided separately.

4.5. SPAM CAPTCHA

Task	Detail
81.	Install Google captcha on website

4.6. CLEANTALK

Task	Detail
82.	We will use Clean talk to provide additional protection for spam entries.



5. TRACKING

5.1. GOOGLE TAG (ANALYTICS)

Task	Detail
83.	Google Tag ID – G-FSEQW6CRLN
84.	Installation code : <!-- Google tag (gtag.js) --> <script async src="https://www.googletagmanager.com/gtag/js?id=G- FSEQW6CRLN"></script> <script> window.dataLayer = window.dataLayer []; function gtag(){dataLayer.push(arguments);} gtag('js', new Date()); gtag('config', 'G-FSEQW6CRLN'); </script>
85.	In Google Analytics this is for the property: CDA - GA4, Stream ID: 5711838712

5.2. GOOGLE TAG MANAGER

Tas k	Detail
86.	Copy the code below and paste it onto every page of your website. Paste this code as high in the <head> of the page as possible: <!-- Google Tag Manager --> <script>(function(w,d,s,l,i){w[l]=w[l] [];w[l].push({'gtm.start': new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0], j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src= 'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f); })(window,document,'script','dataLayer','GTM-MVQM4K5');</script> <!-- End Google Tag Manager -->
87.	Paste this code immediately after the opening <body> tag: <!-- Google Tag Manager (noscript) --> <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-MVQM4K5" height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>



	<!-- End Google Tag Manager (noscript) -->
88.	In Google Tag Manager this is for the Account: CDA Group: GTM-MVQM4K5



6. NAVIGATION

6.1. ADMIN

Task	Detail
89.	Controlled in Appearance Menu in WordPress Admin.
90.	Slide out design - https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/15383bab-8dac-4f8a-8427-e61077b64c51
91.	<p>Mobile will have an 'Our services' option: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/2a159570-249f-429e-9b68-f65d5375e146</p> <p>This will produce another menu for the top level services (which sit across the top of the page on desktop): https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/d9cc7e1a-1d80-47b4-b028-21015bf804d6</p>

6.2. HEADER BAR

Task	Detail
92.	<ul style="list-style-type: none">• CDA Logo: Image• eCommerce: Link to content page (Service Overview)• B2B Lead Generation: Link to content page (Service Overview)• Software Development: Link to content page (Service Overview)• Booking Systems: Link to content page (Service Overview)• Digital Marketing: Link to content page (Service Overview)• Outsourced CMO: Link to content page (Service – Outsourced CMO)• AI: Link to content page (Service Details - AI)

6.3. FOOTER

Task	Detail
93.	<ul style="list-style-type: none">• Call to action text & button: Opens 'Book a meeting' pop up: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/d4575eda-5ce0-4190-b67f-4a44e4bf7ae5/• Have a browse:<ul style="list-style-type: none">○ Work: Link to Knowledge Hub (resource center in design) filtered by Type: Case Study: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/d4575eda-5ce0-4190-b67f-4a44e4bf7ae5/

	<p>0752783f401e-c9a2/screen/1b94f16f-4479-4d57-9681-d3bdf4544b33</p> <ul style="list-style-type: none"> ○ Services: Link to Service landing page: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/126330cf-344a-4abc-8015-15650ee95fa3 ○ Careers: Link to jobs listing: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/fcde4897-5397-48f9-9742-b3c8cdb1af92 ○ Policies: Link to Policies landing: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/cfd7a7bd-486a-4fcd-a0e6-6a64ee38a821 ● Let's Connect <ul style="list-style-type: none"> ○ Facebook: https://www.facebook.com/cdagroupUK/ ○ TikTok: https://www.tiktok.com/@cdagroupuk ○ Instagram: https://www.instagram.com/cdagroupUK/ ○ LinkedIn: https://www.linkedin.com/company/cdagroup/ ○ YouTube: https://www.youtube.com/@CDAGroupUK
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6.4. FLOATING CTA

Tas k	Detail
94.	Will be on every page and will open the same pop up as the footer CTA: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/d4575eda-5ce0-4190-b67f-4a44e4bf7ae5
95.	When clicked, the user will be asked to select their preferred meeting method. Based on this, the calendar availability will change – this is powered by HubSpot.
96.	<p>Teams button meeting scheduler: https://meetings-eu1.hubspot.com/stuart-alldis</p> <p>Embed code:</p> <pre><!-- Start of Meetings Embed Script --> <div class="meetings-iframe-container" data-src="https://meetings-eu1.hubspot.com/stuart-alldis?embed=true"></div> <script type="text/javascript" src="https://static.hsappstatic.net/MeetingsEmbed/ex/MeetingsEmbedCo de.js"></script></pre>



	<!-- End of Meetings Embed Script -->
97.	<p>Zoom button meeting scheduler: https://meetings-eu1.hubspot.com/stuart-alldis/general-zoom</p> <p>Embed code:</p> <pre><!-- Start of Meetings Embed Script --> <div class="meetings-iframe-container" data-src="https://meetings- eu1.hubspot.com/stuart-alldis/general-zoom?embed=true"></div> <script type="text/javascript" src="https://static.hsappstatic.net/MeetingsEmbed/ex/MeetingsEmbedCo de.js"></script> <!-- End of Meetings Embed Script --></pre>



7. CONTENT PAGES

7.1. HOMEPAGE

Task	Detail
98.	Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/ Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/388a27cf-5825-491e-9659-661cdb6dc317
99.	Set up as content repeater row allowing admin to control all content.
100.	Top section – Introduction Repeater row content block: Homepage header
101.	Who we are – Your digital partner Repeater row content block: Image & frame left, text & CTA right
102.	Services Repeater row content block: Services Accordion
103.	Platforms Repeater row content block: Technologies slider
104.	Our Values Repeater row content block: Values
105.	Our Work Video & Logos Repeater row content block: Showreel
106.	Stats Repeater row content block: Stats & image
107.	Projects Repeater row content block: Case Studies
108.	Where you can find us Repeater row content block: Locations with image
109.	Insights Repeater row content block: News carousel
110.	Newsletter sign up Repeater row content block: Newsletter

7.2. ABOUT

Task	Detail
111.	Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/550947c2-3791-459a-b7eb-dd584e08a4ac Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/7c5f65f5-7bf3-44f9-8af3-927c454417fe
112.	Set up as content repeater row allowing admin to control all content.
113.	Top section – Introduction



	Repeater row content block: Content page header
114.	Who we are – Your digital partner Repeater row content block: Image with frame left, text right
115.	Why CDA Repeater row content block: USPs
116.	Services Repeater row content block: Services Accordion
117.	Culture Repeater row content block: Culture Gallery slider
118.	Our approach / how we work Repeater row content block: Approach
119.	Stats Repeater row content block: Stats & image
120.	Video Repeater row content block: Full video
121.	Leadership team Repeater row content block: Indented Image left, text right
122.	Our Work Video & Logos Repeater row content block: Showreel

7.3. TEAM LISTING

Task	Detail
123.	Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/fc1a2a23-2da0-45b9-9787-dd08e5c27196 Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/2056b993-49c5-4dbd-a3f1-56205b377309
124.	Set up as content repeater row allowing admin to control all content.
125.	Top section – Introduction Repeater row content block: Content page header
126.	Meet the founder Repeater row content block: Team Image left, text right
127.	Meet the team Will populate based on profiles added in ‘Team’ post time
128.	Join our team Repeater row content block: Join our Team
129.	Video Repeater row content block: Full video

7.4. TEAM PROFILE

Task	Detail
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130.	Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/d155a286-e5fd-41e3-94b8-40d849ce780e Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/32edea47-42e4-4f7c-b6c6-164653309622
131.	Set up as content repeater row allowing admin to control all content.
132.	Team Bio Repeater row content block: Team profile
133.	Book a time Repeater row content block: Meeting booker
134.	Other team members Repeater row content block: Team carousel
135.	Services with images Repeater row content block: Services carousel with images

7.5. SERVICES LANDING

Task	Detail
136.	Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/126330cf-344a-4abc-8015-15650ee95fa3 Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/3be3ddd3-a716-49bf-8ba8-7548ba64ef9d
137.	Set up as content repeater row allowing admin to control all content.
138.	Top section – Introduction Repeater row content block: Services header
139.	Shortcuts Not a repeater row – this will generate based on the services listed below and will scroll the user down to the correct section below
140.	Services Listing Repeater row content block: Services Expanded
141.	Our approach / how we work Repeater row content block: Approach
142.	Our Work Video & Logos Repeater row content block: Showreel

7.6. SERVICE OVERVIEW - ECOMMERCE

Task	Detail
143.	Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/b3be3cd0-18fe-470e-92cd-7f84d67cde3a Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/dc07badc-fe28-4732-bf2e-db2eac2224b2

144.	Set up as content repeater row allowing admin to control all content.
145.	Top section – Introduction Repeater row content block: Introduction: 2 CTAs
146.	Children Services Repeater row content block: Service cards
147.	List & Content Repeater row content block: List left, text right
148.	Centred text Repeater row content block: Centred text CTA
149.	Clients Repeater row content block: Client logos & image
150.	Seamless, scalable Repeater row content block: Image left, text & CTA right
151.	Platform-agnostic Repeater row content block: Text left
152.	Services stats Repeater row content block: Service stats
153.	Two Column text Repeater row content block: Two Column text
154.	CTA Repeater row content block: CTA & Image on grey
155.	Our approach / how we work Repeater row content block: Approach
156.	Projects Repeater row content block: Case Studies
157.	Insights Repeater row content block: News carousel
158.	Services with images Repeater row content block: Services carousel with images

7.7. SERVICE DETAILS PAGE

Task	Detail
159.	Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/c7a85972-6516-4d9e-9f8e-3f87d9f85837 Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/8d0ed72b-7f38-4bfa-ab04-48076e0f5254
160.	Set up as content repeater row allowing admin to control all content.
161.	Top section – Introduction Repeater row content block: Services introduction: 1 CTA
162.	Full width content Repeater row content block: Full width text (grey background)

163.	Services stats Repeater row content block: Service stats
164.	Video & Text Repeater row content block: Video left, text right
165.	Full width content Repeater row content block: Full width text (white background)
166.	Text & Image with frame Repeater row content block: Text left, image & frame right
167.	Our approach / how we work Repeater row content block: Approach
168.	CTA Repeater row content block: CTA & Image on grey
169.	Projects Repeater row content block: Case Studies
170.	Insights Repeater row content block: News carousel
171.	Services with images Repeater row content block: Services carousel with images

7.8. SERVICE OVERVIEW – OUTSOURCED CMO

Task	Detail
172.	Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/f4f0c68e-6e2c-493f-bc19-e610a8b58456 Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/6ae930ef-5a65-4ba4-88da-0c9f1ceb21f5
173.	Set up as content repeater row allowing admin to control all content.
174.	Top section – Introduction Repeater row content block: Services introduction: 1 CTA
175.	Centred text Repeater row content block: Centred text CTA
176.	Clients Repeater row content block: Client logos & image
177.	Experts in Repeater row content block: Image left, text & CTA right
178.	Full-funnel Repeater row content block: Text left
179.	Services stats Repeater row content block: Service stats
180.	Flexible, scalable Repeater row content block: Image & frame left, text right
181.	CTA

	Repeater row content block: CTA & Image on grey
182.	Our approach / how we work Repeater row content block: Approach
183.	Projects Repeater row content block: Case Studies
184.	Insights Repeater row content block: News carousel
185.	Services with images Repeater row content block: Services carousel with images

7.9. KNOWLEDGE HUB

Task	Detail
186.	Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/1b94f16f-4479-4d57-9681-d3bdf4544b33 Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/7ac11444-0921-4620-8613-6b0470e46e8a
187.	Set up as content repeater row allowing admin to control all content.
188.	Top section – Introduction Repeater row content block: Introduction: 2 CTAs
189.	Filters – will populate based on the categories and article types added Categories will be the main Service categories Type will be: Case Study or News
190.	Articles will automatically load based on content added
191.	Our Work Video & Logos Repeater row content block: Showreel
192.	Newsletter sign up Repeater row content block: Newsletter

7.10. CASE STUDY PAGE

Task	Detail
193.	Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/ccd3eb7a-6b59-49c4-8c70-48ca63b19423 Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/8ee0aaf4-43d3-45b1-825e-5c7b31fc30d4
194.	The main bulk of the case study page will be set up as a template – admin will fill out all the blocks as individual sections in WordPress. These sections are: <ul style="list-style-type: none"> • Case study title • Intro

	<ul style="list-style-type: none"> • Services used – Select from services post type • Visit site URL • Image • 2 columns • The challenge, image & text in grey box • Technologies – select from Technologies post type • Our Solution – 2 x rows of images with text. Multiple images can be added per row • The results • Testimonial
195.	If a block is not filled out in admin, it will be hidden from front end and content shifted up accordingly.
196.	Underneath the share widget bar will be a series of repeater rows (admin can add or remove),
197.	Similar Projects Repeater row content block: Case Studies
198.	Who we are – Your digital partner Repeater row content block: Image & frame left, text right & CTA
199.	Insights Repeater row content block: News carousel

7.11. NEWS ARTICLE PAGE

Task	Detail
200.	Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/53a5094e-b1d5-4fb4-ae88-f77047c59f20 Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/3a6bd8da-98b2-4221-961b-78e9768d3de2
201.	The main bulk of the article page will be set up as a template – admin will fill out all the blocks as individual sections in WordPress. These sections are: <ul style="list-style-type: none"> • Title & featured image • Published (will be the date the article was published in WP) • Relevant services • Read time • Author • What Will you learn, who and why (2 x column) • Article content (text & images)
202.	If a block is not filled out in admin, it will be hidden from front end and content shifted up accordingly.



203.	There will also be an option to add repeater rows underneath the main article content, above the share widget bar.
204.	Underneath the share widget bar will be a series of repeater rows (admin can add or remove)
205.	Insights Repeater row content block: News carousel
206.	Who we are – Your digital partner Repeater row content block: Image with frame left, text right
207.	3 Columns Repeater row content block: 3 x Columns with icons

7.12. CONTACT US

Task	Detail
208.	Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/cd4cb054-cea0-447f-a267-f25ebb6769a1 Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/1782df86-919a-46da-a4dd-ea7f29969e78
209.	Set up as content repeater row allowing admin to control all content.
210.	Contact form with image Repeater row content block: Contact form left, image right
211.	Where you can find us Repeater row content block: Locations with image
212.	Newsletter sign up Repeater row content block: Newsletter

7.13. JOBS LISTING (CAREERS)

Task	Detail
213.	Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/fcde4897-5397-48f9-9742-b3c8cdb1af92 Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/0b5765b9-5412-4f99-aed1-cef9f68f558f
214.	Set up as content repeater row allowing admin to control all content.
215.	Top section – Introduction Repeater row content block: Content page header
216.	Job Listings Will automatically pull in based on jobs that have been listed. Admin needs control over the image / illustration
217.	Looking for another role? Will open a pop up with the job application form (code listed above)
218.	Culture



	Repeater row content block: Culture Gallery slider
219.	Newsletter sign up Repeater row content block: Newsletter

7.14. JOB DETAILS

Task	Detail
220.	Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/c8146ee5-407a-4c7d-bf92-1191ad0db4cb Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/40b89e81-36ae-4c42-b3f9-7dae8da35315
221.	The main bulk of the job details page will be set up as a template – admin will fill out all the blocks as individual sections in WordPress. These sections are: <ul style="list-style-type: none">• Job title• Published (will be the date the job was published in WP), Location, Working, Hours, Salary• About the position (admin can control heading, image and text)• Our Dream Candidate (admin can control heading, image and text)• 2 x column block• Benefits – 6 x blocks• Apply – Will use the job application form as listed above – but must prepopulate with the Job title from the page the user is on.<ul style="list-style-type: none">○ Thank you message will only appear once the user has completed the form
222.	If a block is not filled out in admin, it will be hidden from front end and content shifted up accordingly.
223.	There will also be an option to add repeater rows underneath the main article content, above the application form.
224.	Underneath the application form will be a series of repeater rows (admin can add or remove)
225.	Culture Repeater row content block: Culture Gallery slider
226.	Newsletter sign up Repeater row content block: Newsletter

7.15. TECHNOLOGIES

Task	Detail
227.	Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/dfce0b80-ccbe-4bcc-925e-0448d68dd1a0

	Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/c4cb033d-b93f-4159-853d-bd7f4a3383b7
228.	Set up as content repeater row allowing admin to control all content.
229.	Top section – Introduction Repeater row content block: Content page header
230.	Technologies listing – will pull in all technologies added in this post type (Logo, intro text, link to the full details page – which will be a content page)
231.	Our approach / how we work Repeater row content block: Approach
232.	Projects Repeater row content block: Case Studies
233.	Services with images Repeater row content block: Services carousel with images

7.16. ROI CALCULATOR

Task	Detail
234.	Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/85ad3331-e79a-444e-b899-a956460abf43 Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/f07219e5-b876-4ee1-8f61-734963013322
235.	Will have a mix of dynamic content and repeater rows
236.	Main section – ROI Calculator, admin will enter the page title, image and intro text
237.	This page will ask the user to enter specific data and then at the end, their contact details. Once submitted, it will send an email to stuart@Cda.group and will show the user a confirmation page – content should be configurable.
238.	The questions it will ask: <ol style="list-style-type: none"> 1. What is the value of your current monthly web sales? – Numbers input 2. How many orders do you get on average per month? - Numbers input 3. What is your average monthly website traffic? – Numbers input 4. What is your average monthly engagement rate? – Numbers input 5. What industry are you in? 6. Name – Text input 7. Email address – Text input

239.	Underneath the questions will be a series of repeater rows, which admin will have full control over.
240.	Projects Repeater row content block: Case Studies
241.	Our Work Video & Logos Repeater row content block: Showreel

7.17. POLICIES LANDING

Task	Detail
242.	Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/cfd7a7bd-486a-4fcd-a0e6-6a64ee38a821 Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/4c18ce4d-20cf-4aa5-9516-c0794128a978
243.	Will have a mix of dynamic content and repeater rows
244.	Top section – Introduction Repeater row content block: Content page header
245.	Policies will populate based on the policies added as a post type, with links to their policy pages

7.18. POLICIES DETAILS

Task	Detail
246.	Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/7933484f-d687-4d75-a34b-62187e539b88 Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/7f7b6394-1c28-43fb-bab2-73183e4e7fa9
247.	A simple full width content page – Admin needs full control over the content on the page, including the button.

7.19. 404

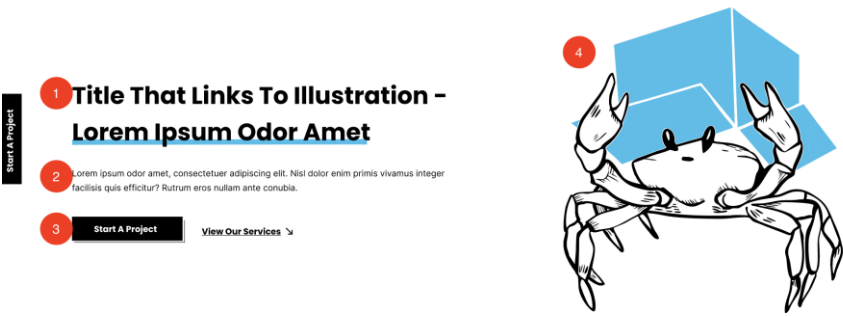
Task	Detail
248.	Desktop: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/6b06c851-32ef-4efb-99c1-00a02c7846e8 Mobile: https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/1dc2572b-989c-44b6-a4a8-f0622279205a
249.	No need for repeater rows on this template, admin will control: <ul style="list-style-type: none"> • Heading • Text • Links

8. CONTENT REPEATER ROWS

8.1. RULES

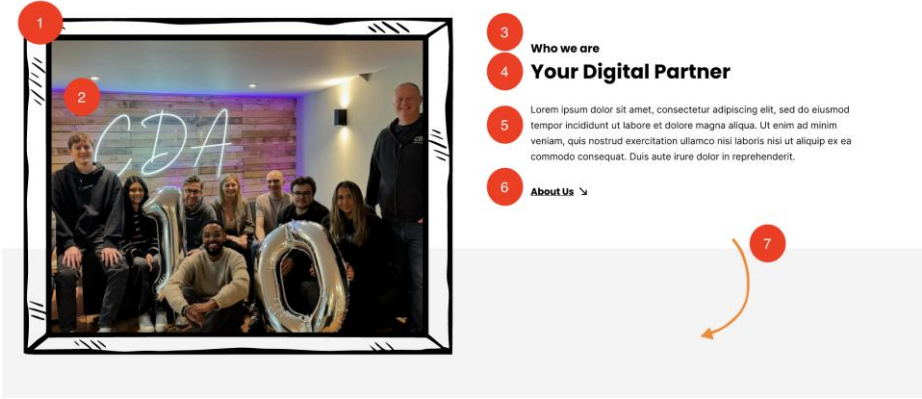
Task	Detail
250.	Pages Flexible repeater rows can be added to any page.
251.	Posts Flexible repeater rows can be added to any page.

8.2. HOMEPAGE HEADER

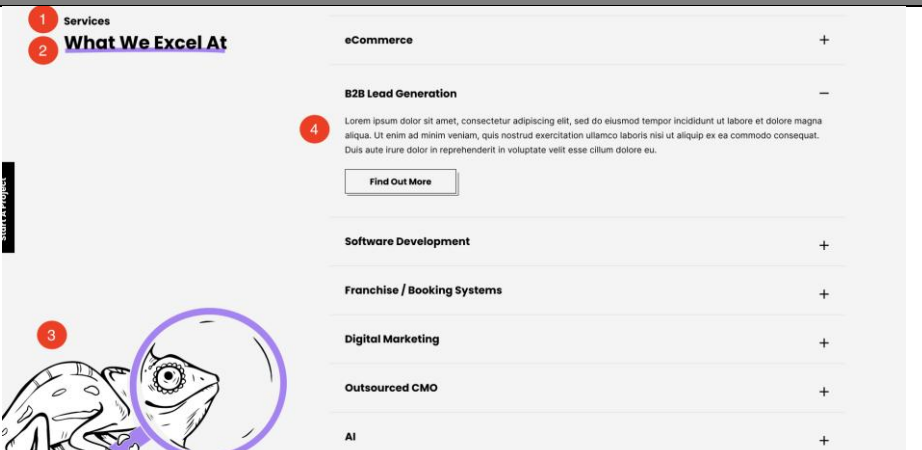
Task	Detail
252.	 <p>1 Title That Links To Illustration - Lorem Ipsum Odor Amet</p> <p>2 Lorem ipsum odor amet, consectetur adipiscing elit. Nisi dolor enim primis vivamus integer facilisis quis efficitur? Rutrum eros nullam ante conubia.</p> <p>3 Start A Project View Our Services ↘</p> <p>4</p>
253.	This will be an individual repeater row block, not a global block.
254.	<p>1 = Title (admin can set which text is underlined and in which colour)</p> <p>2 = Text - block must expand to show all text entered in admin and must NOT cut off text.</p> <p>3 = 2 x buttons - admin has full control over title, URL and if it opens in the current or new tab</p> <p>4 = Illustration image / video / GIF – will be a file that's uploaded and will play when the user gets to that section</p>

8.3. IMAGE & FRAME LEFT, TEXT & CTA RIGHT

Task	Detail
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255.	
256.	This block will be managed as a Global Block in a general settings area, then when added to a page admin can choose to use the global content or overwrite it.
257.	<p>1 = Frame – admin will upload frame image</p> <p>2 = Image – admin will upload image or GIF which will sit in between frame</p> <p>3 = Subtitle</p> <p>4 = Title</p> <p>5 = Text – block must expand to show all text entered in admin and must NOT cut off text.</p> <p>6 = Button – admin can control title, link and whether it opens in current or new tab</p> <p>7 = Arrow illustration image / video / GIF – admin will upload as a file in WP</p>

8.4. SERVICES ACCORDION

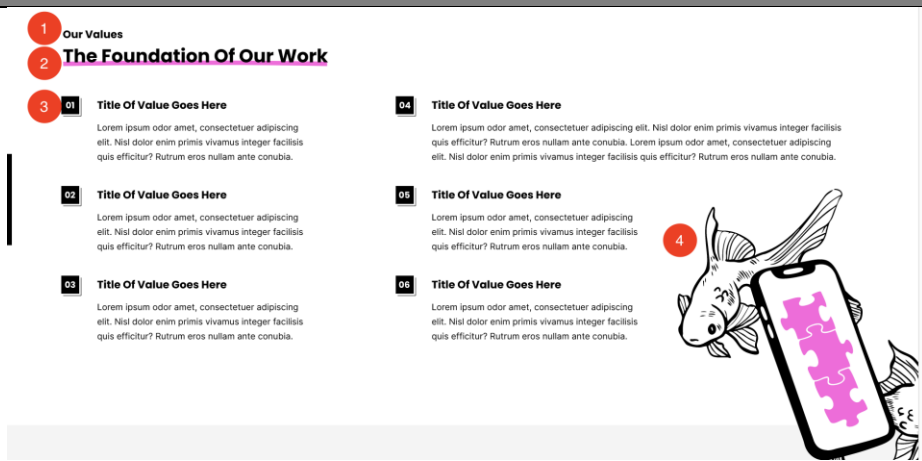
Task	Detail
258.	

259.	This block will be managed as a Global Block in a general settings area, then when added to a page admin can choose to use the global content or overwrite it.
260.	1 = Subtitle 2 = Title 3 = Illustration image / video / GIF 4 = Services accordion – admin will select from the list of services (post type) which will populate the title and page that’s linked from the button. Admin will enter the intro text manually.

8.5. TECHNOLOGIES SLIDER

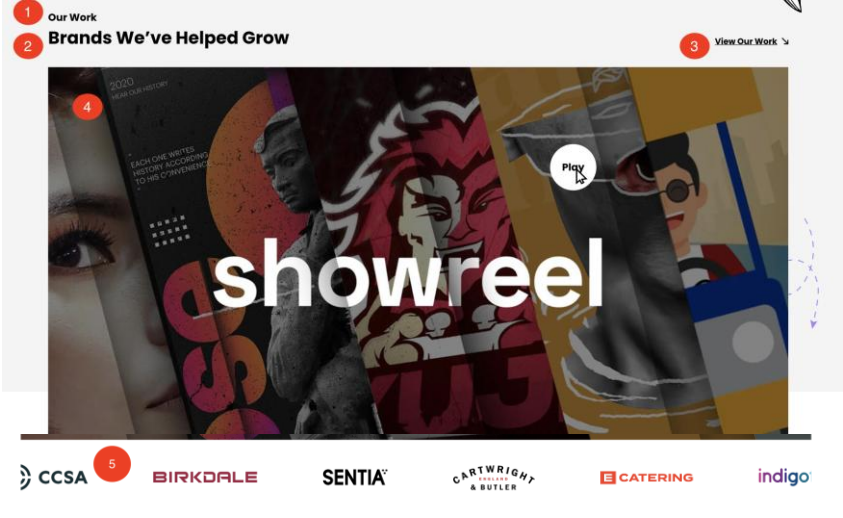
Task	Detail
261.	 <p>The mockup shows a slider titled 'A Few We Work With' with a subtitle 'Platforms'. It features a horizontal row of logos: Shopify, Magento, WordPress, Mailchimp, and another instance of Shopify and Magento. Red circles with numbers 1, 2, and 3 indicate specific elements: 1 points to the 'Platforms' subtitle, 2 points to the title 'A Few We Work With', and 3 points to the first logo (Shopify).</p>
262.	This block will be managed as a Global Block in a general settings area, then when added to a page admin can choose to use the global content or overwrite it.
263.	1 = Subtitle 2 = Title 3 = Logos – admin can select from the logos uploaded to the technologies post type

8.6. VALUES

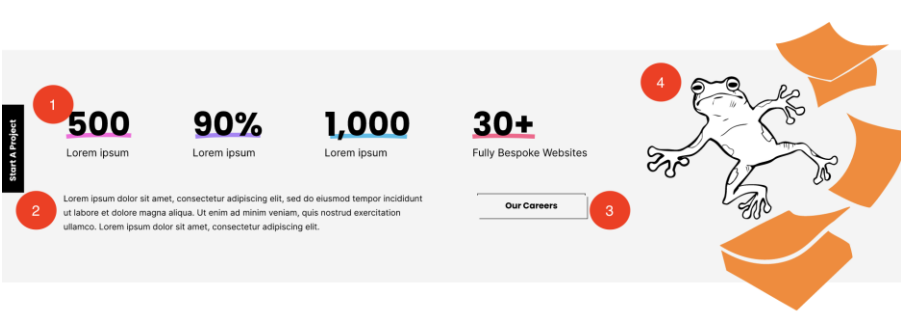
Task	Detail
264.	 <p>The mockup shows a section titled 'Our Values' with a subtitle 'The Foundation Of Our Work'. It contains six numbered items (01-06) arranged in two columns. Each item has a title 'Title Of Value Goes Here' and a paragraph of placeholder text. A red circle with the number 4 points to a decorative illustration of a fish holding a smartphone with a puzzle piece on its screen.</p>
265.	This block will be managed as a Global Block in a general settings area, then when added to a page admin can choose to use the global content or overwrite it.
266.	1 = Subtitle

	<p>2 = Title</p> <p>3 = Values – for each block admin will upload title & text</p> <p>4 = Illustration image / video / GIF</p>
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8.7. SHOWREEL

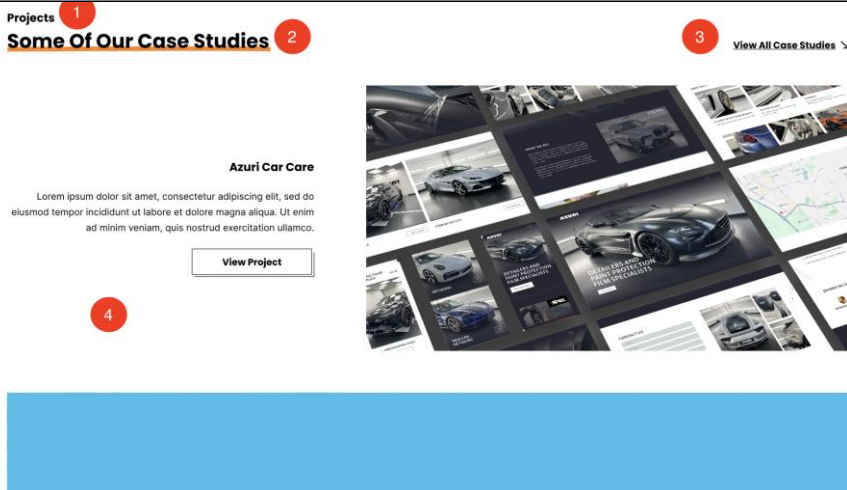
Task	Detail
267.	
268.	This block will be managed as a Global Block in a general settings area, then when added to a page admin can choose to use the global content or overwrite it.
269.	<p>1 = Subtitle</p> <p>2 = Title</p> <p>3 = Button & page to link to</p> <p>5 = Logos</p>

8.8. STATS & IMAGE

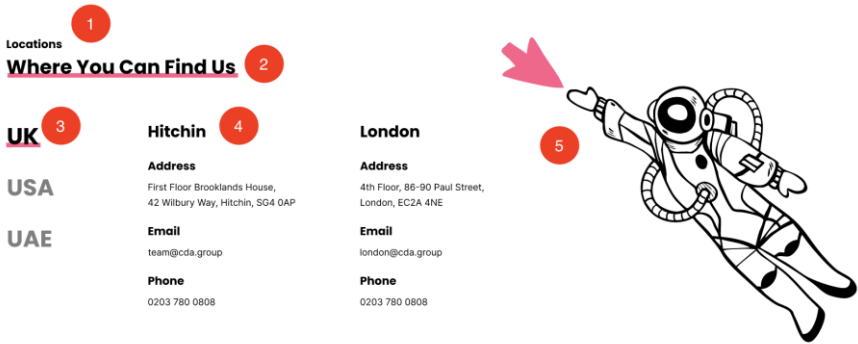
Task	Detail
270.	
271.	This block will be managed as a Global Block in a general settings area, then when added to a page admin can choose to use the global content or overwrite it.
272.	1 = 4 x stats and text – colour underline will be coded

	<p>2 = Text – block will expand to show all text added in admin – it must not be cut off</p> <p>3 = Button title & page to link to</p> <p>4 = Illustration image / video / GIF</p>
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8.9. CASE STUDIES

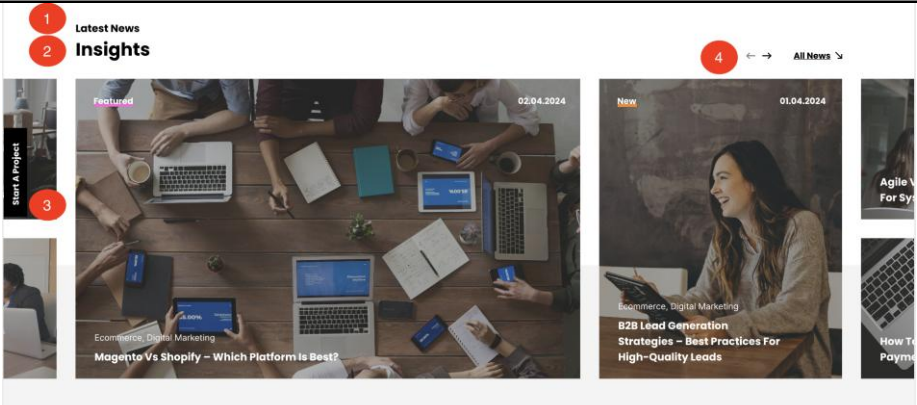
Task	Detail
273.	
274.	This will be an individual repeater row block, not a global block.
275.	<p>1 = Subtitle</p> <p>2 = Title</p> <p>3 = Link to the Knowledge hub filtered by Case Studies type</p> <p>4 = Case studies – admin will select 2 to show (intro text must be a field in the case study)</p>

8.10. LOCATIONS WITH IMAGE

Task	Detail
276.	
277.	This block will be managed as a Global Block in a general settings area, then when added to a page admin can choose to use the global content or overwrite it.
278.	1 = Subtitle

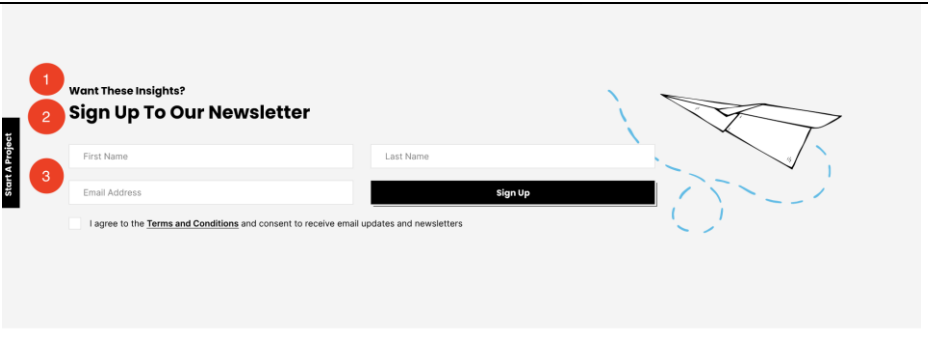
	<p>2 = Title</p> <p>3 = Countries – for each, admin will upload office and contact details:</p> <p>4 = Offices & contact details:</p> <p style="padding-left: 40px;">Name</p> <p style="padding-left: 40px;">Address</p> <p style="padding-left: 40px;">Email</p> <p style="padding-left: 40px;">Phone</p> <p>If any fields are not added this row will hide. Admin can upload 1 or 2 offices per country</p> <p>5 = Illustration image / video / GIF</p>
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8.11. NEWS CAROUSEL

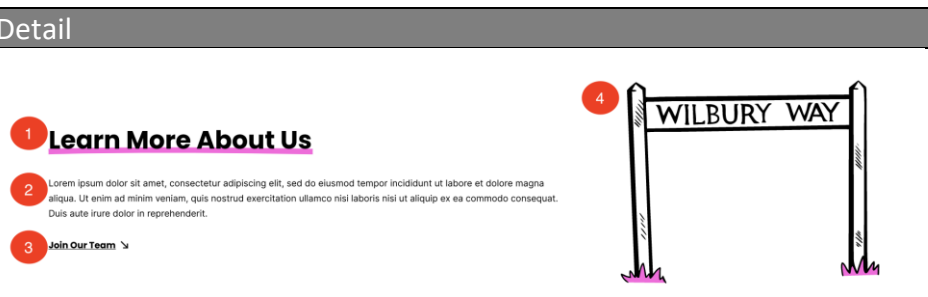
Task	Detail
279.	
280.	This block will be managed as a Global Block in a general settings area, then when added to a page admin can choose to use the global content or overwrite it.
281.	Admin can control: 1 = Subtitle 2 = Title 3 = Articles
282.	Admin can choose whether this block will show the most recent news articles, or articles in a certain category, or they can manually select which articles show.
283.	On the front end the block will allow the user to scroll through news articles (using the arrows shown by point 4). It will pull in 8 articles – so 2 of the stacked article layout and 2 of the side by side article layout. The 'All news' at the top will navigate to the Knowledge Hub page filtered by news articles.

8.12. NEWSLETTER

Task	Detail
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284.	 <p>1 Want These Insights? 2 Sign Up To Our Newsletter 3</p> <p>Start A Project</p> <p>First Name Last Name Email Address</p> <p>Sign Up</p> <p><input type="checkbox"/> I agree to the Terms and Conditions and consent to receive email updates and newsletters</p>
285.	This block will be managed as a Global Block in a general settings area, then when added to a page admin can choose to use the global content or overwrite it.
286.	<p>1 = Subtitle 2 = Title 3 = Form – code provided in HubSpot section of this specification</p>

8.13. CONTENT PAGE HEADER







Task	Detail
287.	 <p>1 Learn More About Us 2 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco nisi laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit. 3 Join Our Team ↘ 4 WILBURY WAY</p>
288.	This will be an individual repeater row block, not a global block.
289.	<p>1 = Title – admin can set the colour of the underline 2 = Paragraph text – the section must expand based on content added – it must not be cut off 3 = Button title & page to link to – admin can set if it opens in current or new tab</p>

8.14. USPs

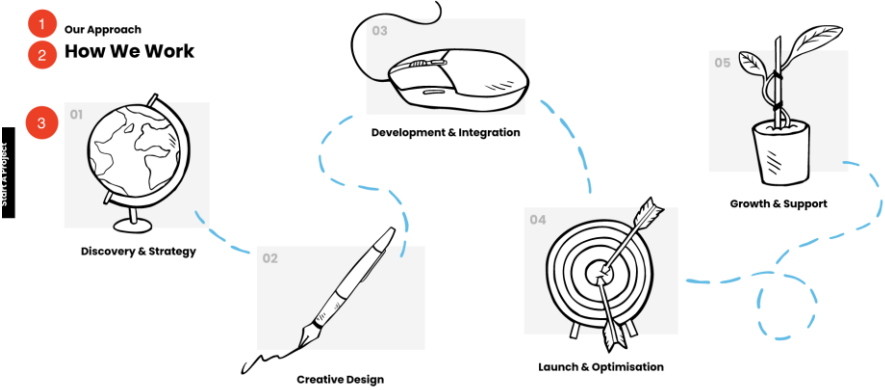
Task	Detail
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290.	<div> <div>1 Why CDA</div> <div>2 What Makes Us The Right Choice?</div> <div>3</div> <div> <div> <div>Fully Bespoke Websites Builds</div> <div> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>  </div> </div> <div> <div>Scaleable</div> <div> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>  </div> </div> <div> <div>Data-Driven</div> <div> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>  </div> </div> <div> <div>Expert-Led</div> <div> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>  </div> </div> <div> <div>Tailored For You</div> <div> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>  </div> </div> <div> <div>User-Focused</div> <div> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>  </div> </div> </div> </div>
291.	This block will be managed as a Global Block in a general settings area, then when added to a page admin can choose to use the global content or overwrite it.
292.	1 = Subtitle 2 = Title 3 = USPs – admin will enter titles, text, image for each


8.15. CULTURE GALLERY SLIDER

Task	Detail
293.	<div> <div>1 Culture</div> <div>2 Life At CDA</div> <div>3</div> <div>       </div> </div>
294.	This block will be managed as a Global Block in a general settings area, then when added to a page admin can choose to use the global content or overwrite it.
295.	1 = Subtitle 2 = Title 3 = Social media links (should pull from global social media links section) 4 = Images – admin can upload as many images as they like, which will display on an infinite round carousel. On page load, pictures must be cut off at either end to show that there are more images for the user to scroll through


8.16. APPROACH

Task	Detail
296.	
297.	This block will be managed as a Global Block in a general settings area, then when added to a page admin can choose to use the global content or overwrite it.
298.	<p>1 = Subtitle</p> <p>2 = Title</p> <p>3 = 5 x steps – admin will upload image & title</p>


8.17. FULL VIDEO

Task	Detail
299.	
300.	This block will be managed as a Global Block in a general settings area, then when added to a page admin can choose to use the global content or overwrite it.
301.	Admin can upload either a video file or YouTube / Vimeo link. If a link has been added, the video must appear without the YT/Vimeo casing.

8.18. INDENTED IMAGE LEFT, TEXT RIGHT

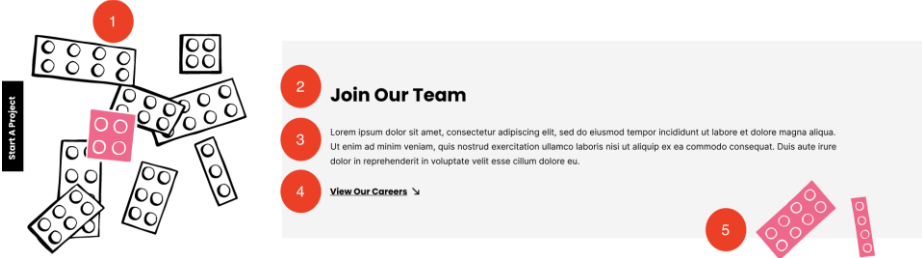
Task	Detail
302.	 <p>1 = Image / video / GIF</p> <p>2 = Subtitle</p> <p>3 = Title</p> <p>4 = Text – the block should adjust to fit the length of text entered in admin, it should not cut text off</p> <p>5 = Button – admin will control the title, page linked and whether it opens in the current or a new tab</p>
303.	This will be an individual repeater row block, not a global block.
304.	<p>1 = Image / video / GIF</p> <p>2 = Subtitle</p> <p>3 = Title</p> <p>4 = Text – the block should adjust to fit the length of text entered in admin, it should not cut text off</p> <p>5 = Button – admin will control the title, page linked and whether it opens in the current or a new tab</p>

8.19. TEAM IMAGE LEFT, TEXT RIGHT

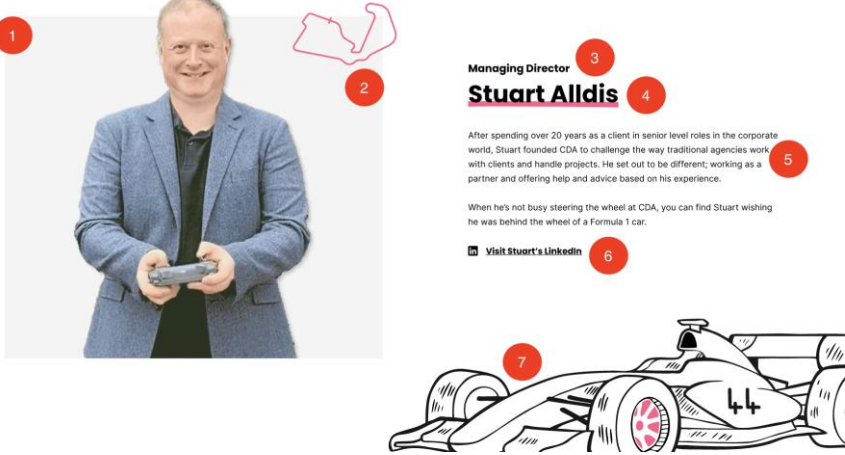
Task	Detail
305.	 <p>1 = Image</p> <p>2 = Illustration</p> <p>3 = Subtitle</p> <p>4 = Title</p> <p>5 = Text</p> <p>6 = Button</p>
306.	This will be an individual repeater row block, not a global block.
307.	<p>1 = Image</p> <p>2 = Illustration</p> <p>3 = Subtitle</p> <p>4 = Title</p>

	<p>5 = Text – block must expand based on the text added in admin. Content must not be cut off</p> <p>6 = Button title and page to link to</p>
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8.20. JOIN OUR TEAM

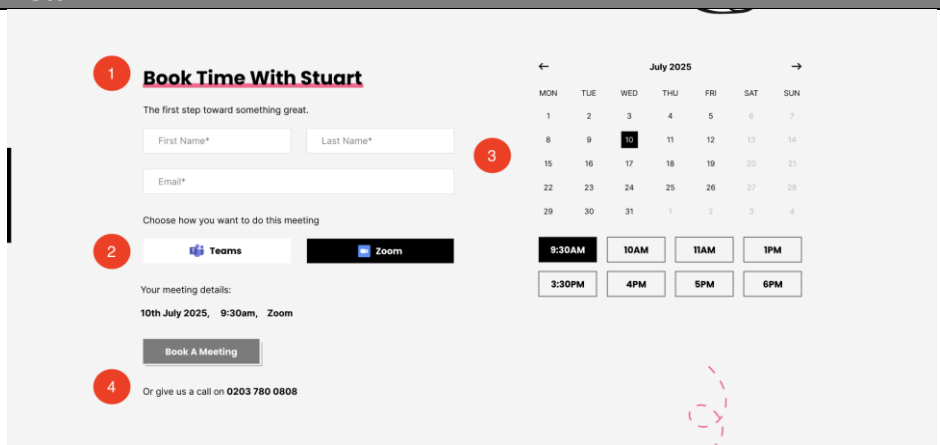
Task	Detail
308.	
309.	This block will be managed as a Global Block in a general settings area, then when added to a page admin can choose to use the global content or overwrite it.
310.	<p>1 = Image / video / GIF</p> <p>2 = Title</p> <p>3 = Text - block must expand based on the text added in admin. Content must not be cut off</p> <p>4 = Button title and page to link to</p> <p>5 = Image / video / GIF</p>

8.21. TEAM PROFILE

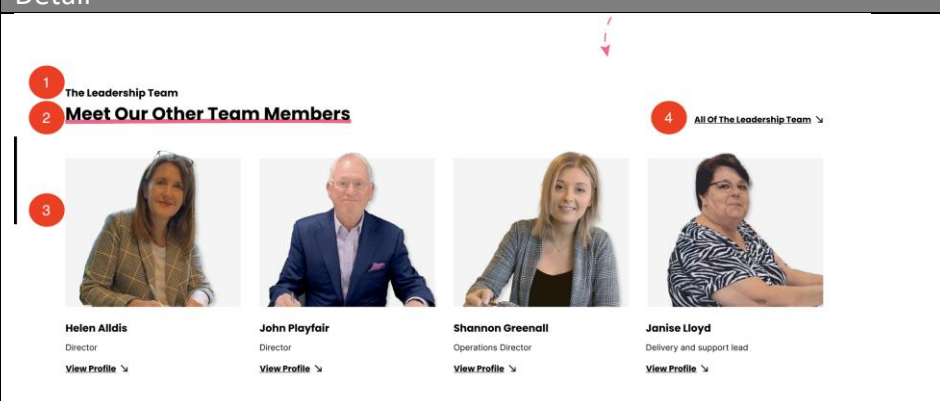
Task	Detail
311.	
312.	This will be an individual repeater row block, not a global block.
313.	All content will be populated within the Team profile section in the team post type.

314.	<p>1 = Image / video / GIF</p> <p>2 = Illustration</p> <p>3 = Job Title</p> <p>4 = Name</p> <p>5 = Bio</p> <p>6 = LinkedIn URL</p> <p>7 = Image / video / GIF</p>
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8.22. MEETING BOOKER


Task	Detail
315.	
316.	This will be an individual repeater row block, not a global block.
317.	<p>1 = Title</p> <p>2 = Meeting options – There are different meeting links based on the method. Admin will add the method title, logo and code for each method</p> <p>3 = The meeting booker will populate based on the code from HubSpot – must be styled to CDA design</p> <p>4 = Text & number</p>

8.23. TEAM CAROUSEL

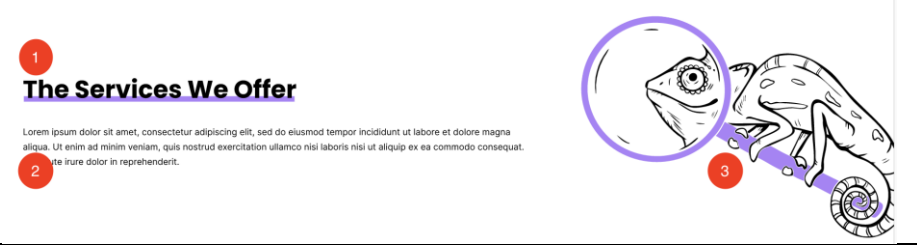
Task	Detail
318.	

319.	This will be an individual repeater row block, not a global block.
320.	1 = Subtitle 2 = Title 3 = Team listings – admin will select who to show here from a list of the team members added in the post type 4 = Link to the Team listing page

8.24. SERVICES CAROUSEL WITH IMAGES

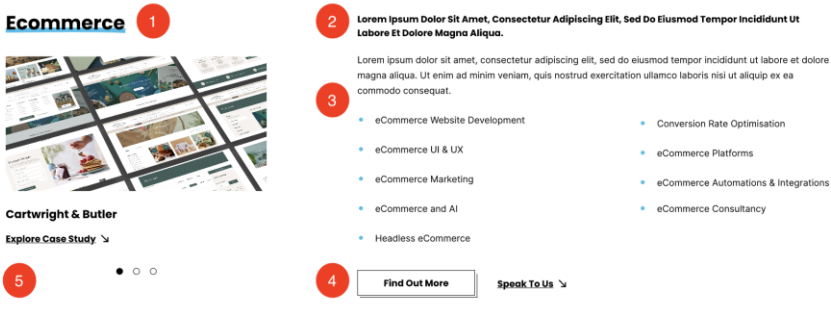
Task	Detail
321.	
322.	This will be an individual repeater row block, not a global block.
323.	1 = Subtitle 2 = Title 3 = Services – admin will select from a list of services added in the Post Type. Admin can select as many as they like and they'll display in a carousel which the user can scroll through 4 = Link will be to the Services landing page

8.25. SERVICES HEADER

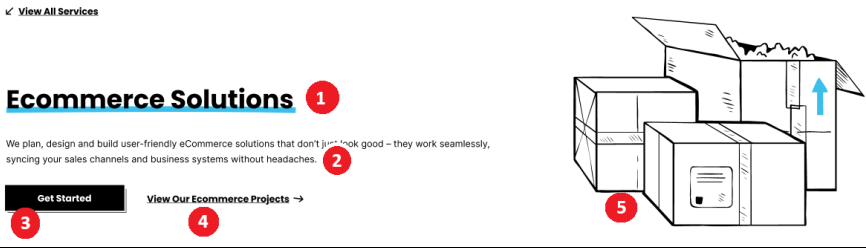
Task	Detail
324.	
325.	This will be an individual repeater row block, not a global block
326.	1 = Heading 2 = Intro text – block must expand based on the text added in admin. Content must not be cut off 3 = Image / video / GIF

8.26. SERVICES EXPANDED

Task	Detail
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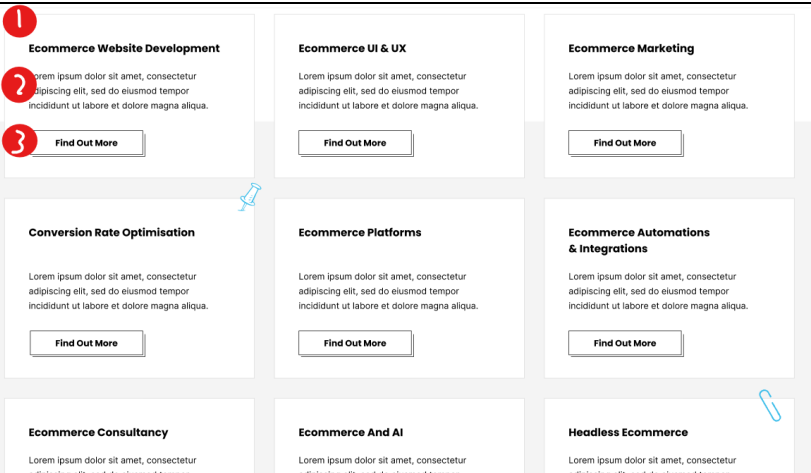
327.	
328.	This will be an individual repeater row block, not a global block
329.	Content will pull from the Services post type
330.	<p>1 = Service title</p> <p>2 = Introduction – for every main Service, admin will enter the intro text which will show here.</p> <p>3 = Sub-services – Will be free text field in the Service page so admin can enter the sub-services they want to display here.</p> <p>4 = Links to Service page & contact form pop up</p> <p>5 = Case studies – will pull in case studies that are tagged to this service</p>

8.27. INTRODUCTION: 2 CTAs

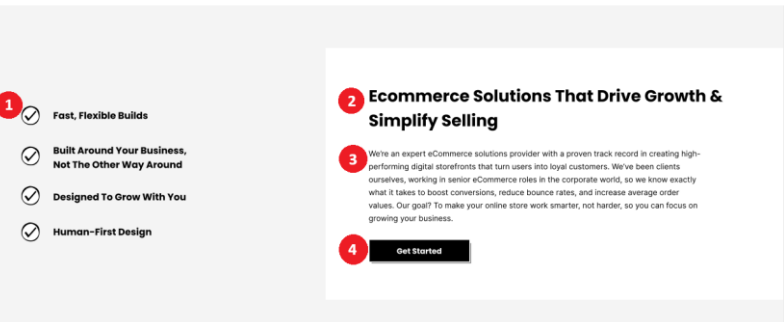
Task	Detail
331.	
332.	This will be an individual repeater row block, not a global block
333.	<p>1 = Title – admin can set the colour of the underline</p> <p>2 = Paragraph text – the section must expand based on content added – it must not be cut off</p> <p>3 = Get started CTA – Will open the ‘book meeting’ pop up</p> <p>4 = Projects – will link to the Knowledge Hub page filtered by Case Studies that are tagged to this service</p> <p>5 = Image / Video / GIF</p>
334.	View All services at the top will link back to the Services landing page.

8.28. SERVICE CARDS

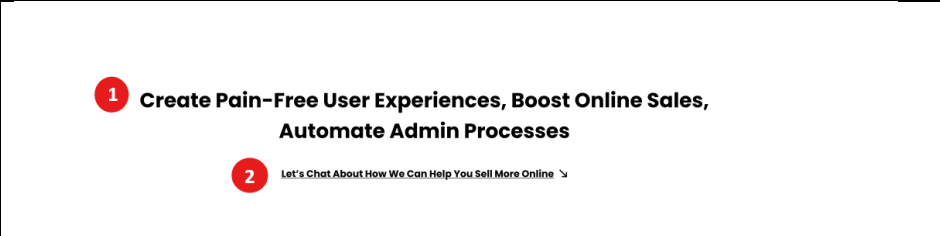
Task	Detail
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335.	
336.	This will be an individual repeater row block, not a global block
337.	This will populate from the sub-services added in the Services post type. From the parent service, admin can choose the order in which the sub-services will display.
338.	<p>1 = Service title</p> <p>2 = For every sub service, admin will enter the listing text which will display on the parent service page</p> <p>3 = Will link to the service details page</p>

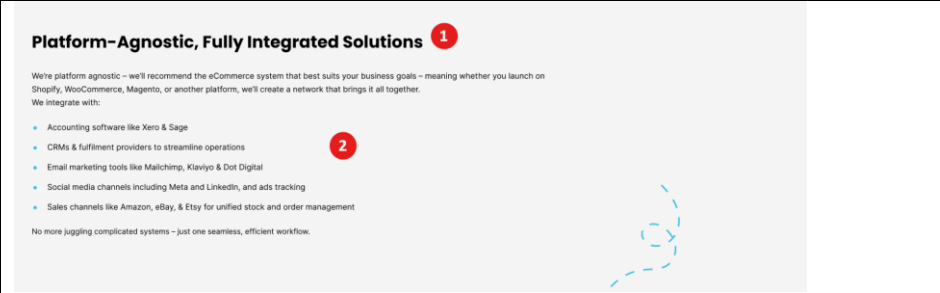
8.29. LIST LEFT, TEXT RIGHT

Task	Detail
339.	
340.	This will be an individual repeater row block, not a global block
341.	<p>1 = List – admin can enter up to 5 points (non-mandatory). If one is not added then that line will hide</p> <p>2 = Title</p> <p>3 = Paragraph text – the section must expand based on content added – it must not be cut off</p> <p>4 = CTA button title & page to link to – admin can set if it should open in current or new tab</p>

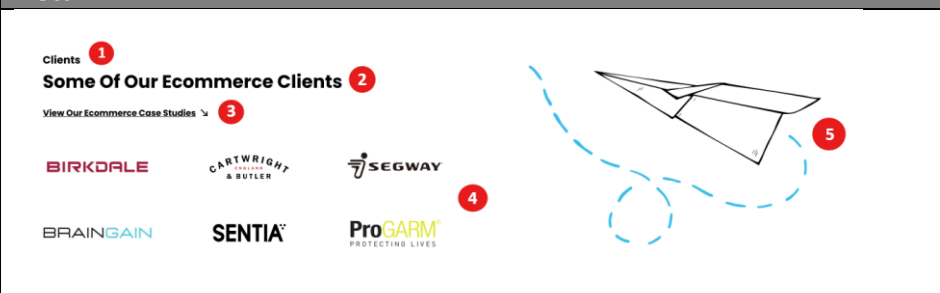
8.30. CENTRED TEXT CTA

Task	Detail
342.	 <p>1 Create Pain-Free User Experiences, Boost Online Sales, Automate Admin Processes</p> <p>2 Let's Chat About How We Can Help You Sell More Online ></p>
343.	This will be an individual repeater row block, not a global block
344.	<p>1 = Text – the section must expand based on content added – it must not be cut off</p> <p>2 = CTA – button title & page to link to – admin can set if it should open in current or new tab</p>

8.31. TEXT LEFT


Task	Detail
345.	 <p>Platform-Agnostic, Fully Integrated Solutions 1</p> <p>We're platform agnostic - we'll recommend the eCommerce system that best suits your business goals - meaning whether you launch on Shopify, WooCommerce, Magento, or another platform, we'll create a network that brings it all together.</p> <p>We integrate with:</p> <ul style="list-style-type: none"> Accounting software like Xero & Sage CRMs & fulfillment providers to streamline operations Email marketing tools like Mailchimp, Klaviyo & Dot Digital Social media channels including Meta and LinkedIn, and ads tracking Sales channels like Amazon, eBay, & Etsy for unified stock and order management <p>No more juggling complicated systems - just one seamless, efficient workflow.</p> <p>2</p>
346.	This will be an individual repeater row block, not a global block
347.	<p>1 = Title</p> <p>2 = Text</p>

8.32. CLIENT LOGOS & IMAGE


Task	Detail
348.	 <p>Clients 1</p> <p>Some Of Our Ecommerce Clients 2</p> <p>View Our Ecommerce Case Studies > 3</p> <p>4</p> <p>5</p>
349.	This will be an individual repeater row block, not a global block
350.	<p>1 = Subtitle</p> <p>2 = Title</p> <p>3 = CTA - button title & page to link to – admin can set if it should open in current or new tab</p> <p>4 = Logos – image</p>

	5 = Image / Video / GIF
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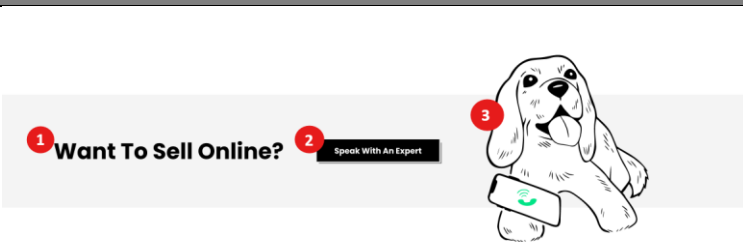
8.33. SERVICE STATS

Task	Detail
351.	 <p>1 = £265.2BN 2 = Total value of the UK e-commerce market in 2024</p> <p>3 = 30.4% 4 = Percentage of total UK retail sales online in 2024</p> <p>5 = £2,137 6 = Average annual spend per UK online shopper</p> <p>7 = 7.32% 8 = Year-on-year growth rate of the UK ecommerce market in 2024</p>
352.	This will be an individual repeater row block, not a global block
353.	<p>1 = 4 x stats – colour underline will be coded</p> <p>2 = 4 x text</p>



8.34. TWO COLUMN TEXT

Task	Detail
354.	 <p>1 = Ecommerce For Every Business 2 = Engaging direct-to-consumer, running a B2B eCommerce operation, or expanding internationally? Our human approach to digital puts the customer at the centre and creates seamless digital experiences around them. No matter who or where your customer is, we'll craft scalable solutions that help you sell to them successfully — no clunky jargon, just real results.</p> <p>3 = Designed For Mobile-First Shoppers 4 = 98% of global online traffic coming from mobile users, we put mobile at the heart of every eCommerce site we build. We create fully responsive stores that look and perform flawlessly on any screen.</p>
355.	This will be an individual repeater row block, not a global block
356.	<p>1 = Column 1 heading</p> <p>2 = Column 1 text - the section must expand based on content added – it must not be cut off</p> <p>3 = Column 2 heading</p> <p>4 = Column 2 text - the section must expand based on content added – it must not be cut off</p>

8.35. CTA & IMAGE ON GREY

Task	Detail
357.	 <p>1 = Want To Sell Online? 2 = Speak With An Expert 3 = Image of a dog holding a phone</p>
358.	This will be an individual repeater row block, not a global block
359.	<p>1 = Headline</p> <p>2 = CTA – will open the book a meeting pop up</p> <p>3 = Image / video / GIF</p>


8.36. SERVICES INTRODUCTION: 1 CTA

Task	Detail
360.	<div> <div>  View All Services </div> <div> <div>1</div> <h2>Ecommerce Website Development</h2> <div> <div>2</div> <p>ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus dui convallis. Tempus leo eu aenean sed diam una tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. laculis massa nisl malesuada lacinia integer nunc posuere.</p> <div> <div>3</div> Get Started </div> </div> <div> <div>4</div>  </div> </div> </div>
361.	This will be an individual repeater row block, not a global block
362.	1 = Title – admin can set the colour of the underline 2 = Paragraph text – the section must expand based on content added – it must not be cut off 3 = Get started CTA – Will open the ‘book meeting’ pop up 4 = Image / Video / GIF
363.	View All services at the top will link back to the Services landing page.

8.37. FULL WIDTH TEXT (GREY BACKGROUND)

Task	Detail
364.	<div> <div>1</div> <h2>Lorem Ipsum Dolor</h2> <div> <div>2</div> <p>ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus dui convallis. Tempus leo eu aenean sed diam una tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. laculis massa nisl malesuada lacinia integer nunc posuere. Ut hendrerit semper vel class aptent taciti sociosqu. Ad litora torquent per conubia nostra inceptos himenaeos.</p> <p>Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus dui convallis. Tempus leo eu aenean sed diam una tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. laculis massa nisl malesuada lacinia integer nunc posuere. Ut hendrerit semper vel class aptent taciti sociosqu. Ad litora torquent per conubia nostra inceptos himenaeos.</p> <p>Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus dui convallis. Tempus leo eu aenean sed diam una tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. laculis massa nisl malesuada lacinia integer nunc posuere. Ut hendrerit semper vel class aptent taciti sociosqu. Ad litora torquent per conubia nostra inceptos himenaeos.</p> </div> </div>

8.38. VIDEO LEFT, TEXT RIGHT


Task	Detail
367.	<div> <div>1</div>  <div> <div>2</div> <h2>Lorem Ipsum Dolor</h2> <div> <div>3</div> <p>Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus dui convallis. Tempus leo eu aenean sed diam una tempor.</p> <div> <div>4</div> Get Started </div> </div> </div> </div>
368.	This will be an individual repeater row block, not a global block

369.	<p>1 = Video – can be a video file or YouTube / Vimeo link. If a link has been added, the video must appear without the YT/Vimeo casing.</p> <p>2 = Title</p> <p>3 = Text – the section must expand based on content added – it must not be cut off</p> <p>4 = CTA – will open the book a meeting pop up</p>
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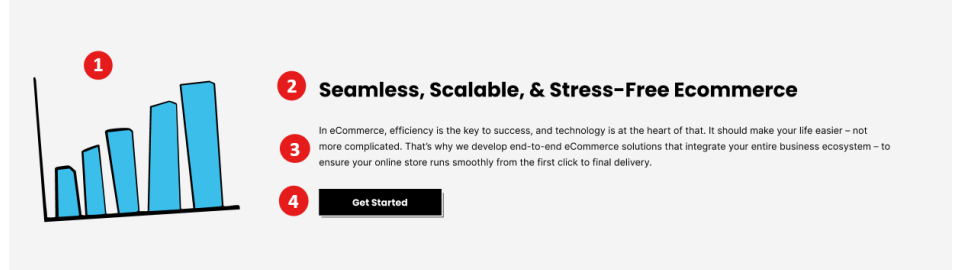
8.39. FULL WIDTH TEXT (WHITE BACKGROUND)

Task	Detail
370.	<p>Lorem Ipsum Dolor ¹</p> <p>² Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus dui convallis. Tempus leo eu aenean sed diam urna tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. laculis massa nisl malesuada lacinia integer nunc posuere. Ut hendrerit semper vel class aptent taciti sociosqu. Ad litora torquent per conubia nostra inceptos himenaeos.</p> <p>Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus dui convallis. Tempus leo eu aenean sed diam urna tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. laculis massa nisl malesuada lacinia integer nunc posuere. Ut hendrerit semper vel class aptent taciti sociosqu. Ad litora torquent per conubia nostra inceptos himenaeos.</p> <p>Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus dui convallis. Tempus leo eu aenean sed diam urna tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. laculis massa nisl malesuada lacinia integer nunc posuere. Ut hendrerit semper vel class aptent taciti sociosqu. Ad litora torquent per conubia nostra inceptos himenaeos.</p>
371.	This will be an individual repeater row block, not a global block
372.	<p>1 = Heading</p> <p>2 = Text – admin can enter as much text, media, formatting here as they link and the block will adjust to fit</p>

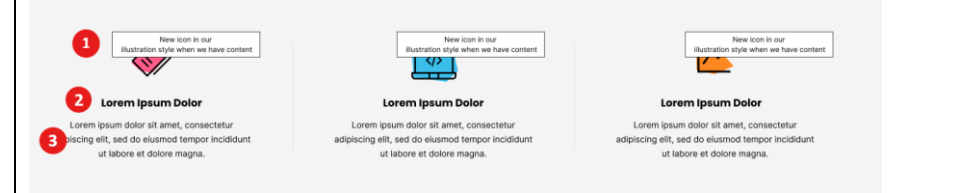
8.40. TEXT LEFT, IMAGE & FRAME RIGHT

Task	Detail
373.	 <p>The screenshot shows a layout with a text block on the left and a framed image on the right. The text block has a heading 'Lorem Ipsum Dolor' and two paragraphs of placeholder text. The image is a group of people sitting around a table in a meeting room, enclosed in a decorative frame. Red circles with numbers 1 through 5 are overlaid on the image to indicate specific elements: 1 points to the heading, 2 points to the first paragraph, 3 points to a 'Get Started' button, 4 points to the frame border, and 5 points to the image content.</p>
374.	This will be an individual repeater row block, not a global block
375.	<p>1 = Title</p> <p>2 = Text – block must expand to show all text entered in admin and must NOT cut off text.</p> <p>3 = Button – admin can control title, link and whether it opens in current or new tab</p> <p>4 = Frame – admin will upload frame image</p> <p>5 = Image – admin will upload image or GIF which will sit in between frame</p>

8.41. IMAGE LEFT, TEXT & CTA RIGHT

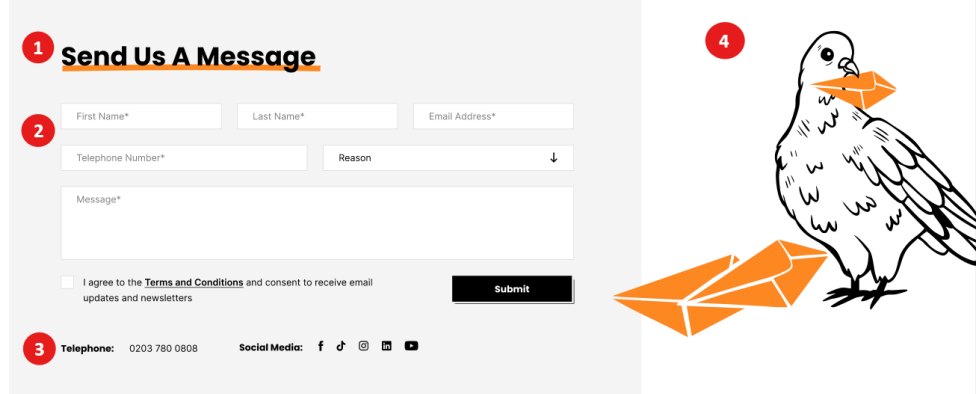
Task	Detail
376.	
377.	This will be an individual repeater row block, not a global block
378.	<p>1 = Image / video / GIF</p> <p>2 = Title</p> <p>3 = Text – the section must expand based on content added – it must not be cut off</p> <p>4 = CTA - button title & page to link to – admin can set if it should open in current or new tab</p>

8.42. 3 x COLUMNS WITH ICONS

Task	Detail
379.	
380.	This block will be managed as a Global Block in a general settings area, then when added to a page admin can choose to use the global content or overwrite it.
381.	<p>1 = Image / Icon (x3)</p> <p>2 = Title</p> <p>3 = Text – the section must expand based on content added – it must not be cut off</p>

8.43. CONTACT FORM LEFT, IMAGE RIGHT

Task	Detail
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382.	
383.	This block will be managed as a Global Block in a general settings area, then when added to a page admin can choose to use the global content or overwrite it.
384.	<p>1 = Title</p> <p>2 = Form – will be the Contact Us form code from HubSpot but admin can overwrite and add a different code</p> <p>3 = Contact details – will pull from the global settings / footer</p> <p>4 = Image / Video / GIF</p>

8.44. GLOBAL BLOCKS

Task	Detail
385.	<p>To confirm, the list of blocks which should be set up a widgets in global settings, with the option to overwrite at page repeater row level are:</p> <ol style="list-style-type: none"> Image & frame left, text & cta right Services Accordion Technologies Slider Values Showreel Stats & Image Locations with image News Carousel Newsletter USPS Culture Gallery Slider Approach Full Video Join Our Team 3 x columns with icons Contact form left, image right



9. POST TYPES

9.1. SERVICES

Task	Detail
386.	Services will have categories which will have their own pages with links to sub-service pages.
387.	Service and sub-service pages will be available to link in the repeater rows across the website. They will also be used for tagging and filtering of news articles and case studies.
388.	Service and sub-service pages can be indexed and found individually in Google.

9.2. TECHNOLOGIES (PLATFORMS)

Task	Detail
389.	Technologies will be linked from the Technologies page, and from the repeater row block on various pages
390.	Technologies pages can be found individually in Google

9.3. CASE STUDIES (PROJECTS)

Task	Detail
391.	Case Studies will be linked from the Knowledge Hub, and cross populated onto other pages throughout the website.
392.	Case Studies can be found individually in Google.

9.4. NEWS (INSIGHTS)

Task	Detail
393.	News articles will be linked from the Knowledge Hub, and cross populated onto other pages throughout the website.
394.	News articles can be found individually in Google.

9.5. JOBS (CAREERS)

Task	Detail
395.	Job details pages will be linked from the Careers page.
396.	Job details pages can be found individually from Google.

9.6. SECTORS

Task	Detail
397.	Sector pages will be linked from the Sectors landing page, which will use the same template as the Services landing page.
398.	Sector pages can be found individually from Google.

9.7. TEAM

Task	Detail
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399.	Team profiles will be linked to the main team listing page.
400.	Individual team profiles can be found individually from Google.

9.8. **POLICIES**

Task	Detail
401.	Policy pages will be linked from the Policies landing page.
402.	Policies pages can be found individually from Google.



10. CONTENT MIGRATION

10.1. CURRENT CONTENT

Task	Detail
403.	<p>Content that needs to be migrated across from our existing website:</p> <ol style="list-style-type: none">1. Main Service pages (x 7)2. All News Articles3. Cookie Policy4. Privacy Policy5. Terms & Conditions

