CDA

Website Requirement Specification

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| Author | Date | Version |
| Shannon Greenall | 05/08/2025 | V1 |

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# DESIGNS

* 1. **Design Links**

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

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|  | Book a time CTA pop up:  Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/d4575eda-5ce0-4190-b67f-4a44e4bf7ae5) [0752783f401e-c9a2/screen/d4575eda-5ce0-4190-b67f-4a44e4bf7ae5](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/d4575eda-5ce0-4190-b67f-4a44e4bf7ae5) Mobile: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/a0abb029-3472-4e49-a191-38bdad4645e4) [0752783f401e-c9a2/screen/a0abb029-3472-4e49-a191-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/a0abb029-3472-4e49-a191-38bdad4645e4) [38bdad4645e4](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/a0abb029-3472-4e49-a191-38bdad4645e4)  Service Overview (top level service category):  Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/b3be3cd0-18fe-470e-92cd-7f84d67cde3a) [0752783f401e-c9a2/screen/b3be3cd0-18fe-470e-92cd-7f84d67cde3a](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/dc07badc-fe28-4732-bf2e-db2eac2224b2) [0752783f401e-c9a2/screen/dc07badc-fe28-4732-bf2e-db2eac2224b2](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/dc07badc-fe28-4732-bf2e-db2eac2224b2)  Service Details pages:  eCommerce related services:  Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/c7a85972-6516-4d9e-9f8e-3f87d9f85837) [0752783f401e-c9a2/screen/c7a85972-6516-4d9e-9f8e-3f87d9f85837](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/8d0ed72b-7f38-4bfa-ab04-48076e0f5254) [0752783f401e-c9a2/screen/8d0ed72b-7f38-4bfa-ab04-48076e0f5254](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/8d0ed72b-7f38-4bfa-ab04-48076e0f5254)  Outsourced CMO:  Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/f4f0c68e-6e2c-493f-bc19-e610a8b58456) [0752783f401e-c9a2/screen/f4f0c68e-6e2c-493f-bc19-e610a8b58456](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/6ae930ef-5a65-4ba4-88da-0c9f1ceb21f5) [0752783f401e-c9a2/screen/6ae930ef-5a65-4ba4-88da-0c9f1ceb21f5](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/6ae930ef-5a65-4ba4-88da-0c9f1ceb21f5)  B2B Lead Generation:  Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/b2e8fcad-e032-4c74-9e07-dc129d72fd45) [0752783f401e-c9a2/screen/b2e8fcad-e032-4c74-9e07-dc129d72fd45](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/b2e8fcad-e032-4c74-9e07-dc129d72fd45) Mobile: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/ff6eb7b2-0928-4b1c-b81f-f1fb55308dce) [0752783f401e-c9a2/screen/ff6eb7b2-0928-4b1c-b81f-f1fb55308dce](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/ff6eb7b2-0928-4b1c-b81f-f1fb55308dce)  Software Development:  Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/f4a974d4-68c2-4b3e-8c35-ad40c29ee2c1) [0752783f401e-c9a2/screen/f4a974d4-68c2-4b3e-8c35-ad40c29ee2c1](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/f4a974d4-68c2-4b3e-8c35-ad40c29ee2c1) Mobile: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/372aac62-7753-48c3-a153-bfcb2cfdc749) [0752783f401e-c9a2/screen/372aac62-7753-48c3-a153-bfcb2cfdc749](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/372aac62-7753-48c3-a153-bfcb2cfdc749)  Booking systems:  Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/765a1e32-4c52-4746-918c-13aeaf9c20de)  [0752783f401e-c9a2/screen/765a1e32-4c52-4746-918c-13aeaf9c20de](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/765a1e32-4c52-4746-918c-13aeaf9c20de) |

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|  | Mobile: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/a6a1c3a5-70f9-4e9a-983b-d72c3dc0e194) [0752783f401e-c9a2/screen/a6a1c3a5-70f9-4e9a-983b-d72c3dc0e194](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/a6a1c3a5-70f9-4e9a-983b-d72c3dc0e194)  Digital Marketing:  Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/05a30f16-94c5-4633-87af-fe2a2187e1ac) [0752783f401e-c9a2/screen/05a30f16-94c5-4633-87af-fe2a2187e1ac](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/05a30f16-94c5-4633-87af-fe2a2187e1ac) Mobile: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/7673cd17-9e57-44a6-beed-5391072d8703) 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[6b0470e46e8a](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/7ac11444-0921-4620-8613-6b0470e46e8a)  Knowledge Hub > Case Study  Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/ccd3eb7a-6b59-49c4-8c70-48ca63b19423) [0752783f401e-c9a2/screen/ccd3eb7a-6b59-49c4-8c70-48ca63b19423](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/8ee0aaf4-43d3-45b1-825e-5c7b31fc30d4) [0752783f401e-c9a2/screen/8ee0aaf4-43d3-45b1-825e-5c7b31fc30d4](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/8ee0aaf4-43d3-45b1-825e-5c7b31fc30d4)  Knowledge Hub > News article  Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/53a5094e-b1d5-4fb4-ae88-f77047c59f20) [0752783f401e-c9a2/screen/53a5094e-b1d5-4fb4-ae88-f77047c59f20](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/3a6bd8da-98b2-4221-961b-78e9768d3de2) [0752783f401e-c9a2/screen/3a6bd8da-98b2-4221-961b-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/3a6bd8da-98b2-4221-961b-78e9768d3de2) [78e9768d3de2](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/3a6bd8da-98b2-4221-961b-78e9768d3de2)  Contact:  Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/cd4cb054-cea0-447f-a267-f25ebb6769a1) 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|  | Careers (jobs listing):  Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/fcde4897-5397-48f9-9742-b3c8cdb1af92) [0752783f401e-c9a2/screen/fcde4897-5397-48f9-9742-b3c8cdb1af92](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/0b5765b9-5412-4f99-aed1-cef9f68f558f) [0752783f401e-c9a2/screen/0b5765b9-5412-4f99-aed1-cef9f68f558f](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/0b5765b9-5412-4f99-aed1-cef9f68f558f)  Careers > Job details  Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/c8146ee5-407a-4c7d-bf92-1191ad0db4cb) [0752783f401e-c9a2/screen/c8146ee5-407a-4c7d-bf92-1191ad0db4cb](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/40b89e81-36ae-4c42-b3f9-7dae8da35315) [0752783f401e-c9a2/screen/40b89e81-36ae-4c42-b3f9-7dae8da35315](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/40b89e81-36ae-4c42-b3f9-7dae8da35315)  Technologies:  Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/dfce0b80-ccbe-4bcc-925e-0448d68dd1a0) [0752783f401e-c9a2/screen/dfce0b80-ccbe-4bcc-925e-0448d68dd1a0](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/c4cb033d-b93f-4159-853d-bd7f4a3383b7) [0752783f401e-c9a2/screen/c4cb033d-b93f-4159-853d-bd7f4a3383b7](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/c4cb033d-b93f-4159-853d-bd7f4a3383b7)  ROI Calculator:  Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/85ad3331-e79a-444e-b899-a956460abf43) [0752783f401e-c9a2/screen/85ad3331-e79a-444e-b899-a956460abf43](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/f07219e5-b876-4ee1-8f61-734963013322) 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# OVERVIEW OF PLATFORM, ARCHITECTURE & SETTINGS

* 1. **Platform**

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

* 1. **Domain Names**

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

* 1. **Security**

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| 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. |

* 1. **Cross Browser Compatibility**

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| Task | Detail |
| 10. | The website application must be responsive and work on the following operating systems, browsers and devices:   * 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 |

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|  | Default Chrome browser   * 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 |

* 1. **Responsive design**

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| Task | Detail |
| 11. | Responsive design should work for the following screen resolutions:   * 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 |

* 1. **SEO**

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| 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](http://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   * No underscores (\_) in URL’s – use hyphen’s (-) |

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|  | * All URLs to be friendly (for example [www.domainname.com/category/page-name)](http://www.domainname.com/category/page-name)) * No file extensions such as .html / .htm /.etc * 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 domainname.com/service-name. Not domainname.com/category name/service-name |
| 19. | Duplicate Content and pages   * 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 - [“www.”](http://www/) / “non-www * Site will use non www and the www version will redirect to it * Homepage: Specifically checking variations of your homepage   such as “/home”, “/index.php”, “/index/html” etc. |
| 20. | Robots TXT file   * 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. | JavaScript rendering –   * 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. | For all pages on the website we need:   * 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. |

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| 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. |

* 1. **Website Performance**

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| 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 andA for  Y-Slow Score - https://gtmetrix.com/ |

* 1. **Cookies**

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| 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. |

* 1. **WordPress General Settings**

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| Task | Detail |
| 31. | * Site Title = CDA – Digital Agency * Tagline = Digital With a Human Touch * Administration Email Address = [info@cda.group](mailto: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 |

* 1. **WordPress**

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| 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. |

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| --- | --- |
| 36. | WordPress Posts (Blogs etc):   * 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. | Custom Post Type   * 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. |

|  |  |
| --- | --- |
|  | * 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. | Pages   * 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. | Flexible Content Rows   * 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. | Content Scrollers / Image Banners   * 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 |

|  |  |
| --- | --- |
|  | * No fields should be shown in the CMS which are not used on the website. |

* 1. **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. |

* 1. **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. |

* 1. **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. |

* 1. **Videos**

Task

Detail

|  |  |
| --- | --- |
| 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. |

* 1. **Animation**

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

* 1. **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 |

* 1. **Content Sharing**

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

* 1. **Next JS Front End**

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

# CROSS POPULATION OF CONTENT

* 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. |

# THIRD-PARTY SYSTEMS

* 1. **HubSpot**

|  |  |
| --- | --- |
| Task | Detail |
| 66. | HubSpot will be integrated for various functions:   * Marketing newsletter sign up * Contact forms will be embedded using HubSpot code with our custom design on top |
| 67. | Contact Us form:  <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> |
| 68. | Newsletter form:  <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> |
| 69. | Job Application Form – must auto fill the job role page that the user was on when they completed the form:  <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> |

|  |  |
| --- | --- |
| 70. | eCommerce Services form:  <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> |
| 71. | B2B Lead Generation Services form:  <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> |
| 72. | Software Development Services form:  <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> |
| 73. | Booking Systems Service form:  <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" |

|  |  |
| --- | --- |
|  | });  </script> |
| 74. | Outsourced CMO service form:  <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> |
| 75. | Digital Marketing services form:  <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> |
| 76. | AI Service form:  <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> |
| 77. | Social media audits form:  <script charset="utf-8" type="text/javascript" src="//js- eu1.hsforms.net/forms/embed/v2.js"></script>  <script> |

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

* 1. **Emails: Brevo**

|  |  |
| --- | --- |
| Task | Detail |
| 78. | Emails sending should be with <https://www.brevo.com/> |

* 1. **Lead Forensics**

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

* 1. **Zoominfo**

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

* 1. **Spam Captcha**

|  |  |
| --- | --- |
| Task | Detail |
| 81. | Install Google captcha on website |

* 1. **CleanTalk**

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

# TRACKING

* 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-](http://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 |

* 1. **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.insert](http://www.googletagmanager.com/gtm.js?id=%27%2Bi%2Bdl%3Bf.parentNode.insert) Before(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"](http://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 |

# NAVIGATION

* 1. **Admin**

|  |  |
| --- | --- |
| Task | Detail |
| 89. | Controlled in Appearance Menu in WordPress Admin. |
| 90. | Slide out design - [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/15383bab-8dac-4f8a-8427-e61077b64c51)  [829d-0752783f401e-c9a2/screen/15383bab-8dac-4f8a-8427-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/15383bab-8dac-4f8a-8427-e61077b64c51) [e61077b64c51](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/15383bab-8dac-4f8a-8427-e61077b64c51) |
| 91. | Mobile will have an ‘Our services’ option: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/2a159570-249f-429e-9b68-f65d5375e146) [c9a2/screen/2a159570-249f-429e-9b68-f65d5375e146](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/2a159570-249f-429e-9b68-f65d5375e146)  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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/d9cc7e1a-1d80-47b4-b028-21015bf804d6) [c9a2/screen/d9cc7e1a-1d80-47b4-b028-21015bf804d6](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/d9cc7e1a-1d80-47b4-b028-21015bf804d6) |

* 1. **Header Bar**

|  |  |
| --- | --- |
| Task | Detail |
| 92. | * 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) |

* 1. **Footer**

|  |  |
| --- | --- |
| Task | Detail |
| 93. | * Call to action text & button: Opens ‘Book a meeting’ pop up: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/d4575eda-5ce0-4190-b67f-4a44e4bf7ae5/) [0752783f401e-c9a2/screen/d4575eda-5ce0-4190-b67f-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/d4575eda-5ce0-4190-b67f-4a44e4bf7ae5/) [4a44e4bf7ae5/](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/d4575eda-5ce0-4190-b67f-4a44e4bf7ae5/) * Have a browse:   + Work: Link to Knowledge Hub (resource center in design) filtered by Type: Case Study:   [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/1b94f16f-4479-4d57-9681-d3bdf4544b33) |

|  |  |
| --- | --- |
|  | [0752783f401e-c9a2/screen/1b94f16f-4479-4d57-9681-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/1b94f16f-4479-4d57-9681-d3bdf4544b33) [d3bdf4544b33](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/1b94f16f-4479-4d57-9681-d3bdf4544b33)   * Services: Link to Service landing page: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/126330cf-344a-4abc-8015-15650ee95fa3) [0752783f401e-c9a2/screen/126330cf-344a-4abc-8015-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/126330cf-344a-4abc-8015-15650ee95fa3) [15650ee95fa3](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/fcde4897-5397-48f9-9742-b3c8cdb1af92) [0752783f401e-c9a2/screen/fcde4897-5397-48f9-9742-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/fcde4897-5397-48f9-9742-b3c8cdb1af92) [b3c8cdb1af92](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/cfd7a7bd-486a-4fcd-a0e6-6a64ee38a821) [0752783f401e-c9a2/screen/cfd7a7bd-486a-4fcd-a0e6-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/cfd7a7bd-486a-4fcd-a0e6-6a64ee38a821) [6a64ee38a821](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/cfd7a7bd-486a-4fcd-a0e6-6a64ee38a821) * Let’s Connect   + Facebook: <https://www.facebook.com/cdagroupUK/>   + TikTok: [https://www.tiktok.com/@cdagroupuk](https://www.tiktok.com/%40cdagroupuk)   + Instagram: <https://www.instagram.com/cdagroupUK/>   + LinkedIn: <https://www.linkedin.com/company/cdagroup/>   + YouTube: [https://www.youtube.com/@CDAGroupUK](https://www.youtube.com/%40CDAGroupUK) |

* 1. **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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/d4575eda-5ce0-4190-b67f-4a44e4bf7ae5)  [c9a2/screen/d4575eda-5ce0-4190-b67f-4a44e4bf7ae5](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. | Teams button meeting scheduler: [https://meetings-](https://meetings-eu1.hubspot.com/stuart-alldis) [eu1.hubspot.com/stuart-alldis](https://meetings-eu1.hubspot.com/stuart-alldis)  Embed code:  <!-- 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> |

|  |  |
| --- | --- |
|  | <!-- End of Meetings Embed Script --> |
| 97. | Zoom button meeting scheduler: [https://meetings-](https://meetings-eu1.hubspot.com/stuart-alldis/general-zoom) [eu1.hubspot.com/stuart-alldis/general-zoom](https://meetings-eu1.hubspot.com/stuart-alldis/general-zoom)  Embed code:  <!-- 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 --> |

# CONTENT PAGES

* 1. **Homepage**

|  |  |
| --- | --- |
| Task | Detail |
| 98. | Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/) [0752783f401e-c9a2/](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/)  Mobile: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/388a27cf-5825-491e-9659-661cdb6dc317) [0752783f401e-c9a2/screen/388a27cf-5825-491e-9659-661cdb6dc317](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 |

* 1. **About**

|  |  |
| --- | --- |
| Task | Detail |
| 111. | Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/550947c2-3791-459a-b7eb-dd584e08a4ac) [0752783f401e-c9a2/screen/550947c2-3791-459a-b7eb-dd584e08a4ac](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/7c5f65f5-7bf3-44f9-8af3-927c454417fe) [0752783f401e-c9a2/screen/7c5f65f5-7bf3-44f9-8af3-927c454417fe](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 |

* 1. **Team Listing**

|  |  |
| --- | --- |
| Task | Detail |
| 123. | Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/fc1a2a23-2da0-45b9-9787-dd08e5c27196) [0752783f401e-c9a2/screen/fc1a2a23-2da0-45b9-9787-dd08e5c27196](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/2056b993-49c5-4dbd-a3f1-56205b377309) [0752783f401e-c9a2/screen/2056b993-49c5-4dbd-a3f1-56205b377309](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 |

* 1. **Team Profile**

|  |  |
| --- | --- |
| Task | Detail |

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| --- | --- |
| 130. | Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/d155a286-e5fd-41e3-94b8-40d849ce780e) [0752783f401e-c9a2/screen/d155a286-e5fd-41e3-94b8-40d849ce780e](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/32edea47-42e4-4f7c-b6c6-164653309622) [0752783f401e-c9a2/screen/32edea47-42e4-4f7c-b6c6-164653309622](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 |

* 1. **Services Landing**

|  |  |
| --- | --- |
| Task | Detail |
| 136. | Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/126330cf-344a-4abc-8015-15650ee95fa3) [0752783f401e-c9a2/screen/126330cf-344a-4abc-8015-15650ee95fa3](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/3be3ddd3-a716-49bf-8ba8-7548ba64ef9d) [0752783f401e-c9a2/screen/3be3ddd3-a716-49bf-8ba8-7548ba64ef9d](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 |

* 1. **Service Overview - eCommerce**

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

* 1. **Service Details Page**

|  |  |
| --- | --- |
| Task | Detail |
| 159. | Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/c7a85972-6516-4d9e-9f8e-3f87d9f85837) [0752783f401e-c9a2/screen/c7a85972-6516-4d9e-9f8e-3f87d9f85837](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/8d0ed72b-7f38-4bfa-ab04-48076e0f5254) [0752783f401e-c9a2/screen/8d0ed72b-7f38-4bfa-ab04-48076e0f5254](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 |

* 1. **Service Overview – Outsourced CMO**

|  |  |
| --- | --- |
| Task | Detail |
| 172. | Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/f4f0c68e-6e2c-493f-bc19-e610a8b58456) [0752783f401e-c9a2/screen/f4f0c68e-6e2c-493f-bc19-e610a8b58456](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/6ae930ef-5a65-4ba4-88da-0c9f1ceb21f5) [0752783f401e-c9a2/screen/6ae930ef-5a65-4ba4-88da-0c9f1ceb21f5](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 |

* 1. **Knowledge Hub**

|  |  |
| --- | --- |
| Task | Detail |
| 186. | Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/1b94f16f-4479-4d57-9681-d3bdf4544b33) [0752783f401e-c9a2/screen/1b94f16f-4479-4d57-9681-d3bdf4544b33](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/7ac11444-0921-4620-8613-6b0470e46e8a) [0752783f401e-c9a2/screen/7ac11444-0921-4620-8613-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/7ac11444-0921-4620-8613-6b0470e46e8a)  [6b0470e46e8a](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 |

* 1. **Case Study Page**

|  |  |
| --- | --- |
| Task | Detail |
| 193. | Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/ccd3eb7a-6b59-49c4-8c70-48ca63b19423) [0752783f401e-c9a2/screen/ccd3eb7a-6b59-49c4-8c70-48ca63b19423](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/8ee0aaf4-43d3-45b1-825e-5c7b31fc30d4) [0752783f401e-c9a2/screen/8ee0aaf4-43d3-45b1-825e-5c7b31fc30d4](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:   * Case study title * Intro |

|  |  |
| --- | --- |
|  | * 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 |

* 1. **News Article Page**

|  |  |
| --- | --- |
| Task | Detail |
| 200. | Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/53a5094e-b1d5-4fb4-ae88-f77047c59f20) [0752783f401e-c9a2/screen/53a5094e-b1d5-4fb4-ae88-f77047c59f20](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/3a6bd8da-98b2-4221-961b-78e9768d3de2) [0752783f401e-c9a2/screen/3a6bd8da-98b2-4221-961b-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/3a6bd8da-98b2-4221-961b-78e9768d3de2) [78e9768d3de2](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:   * 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 |

* 1. **Contact Us**

|  |  |
| --- | --- |
| Task | Detail |
| 208. | Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/cd4cb054-cea0-447f-a267-f25ebb6769a1) [0752783f401e-c9a2/screen/cd4cb054-cea0-447f-a267-f25ebb6769a1](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/1782df86-919a-46da-a4dd-ea7f29969e78) [0752783f401e-c9a2/screen/1782df86-919a-46da-a4dd-ea7f29969e78](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 |

* 1. **Jobs Listing (Careers)**

|  |  |
| --- | --- |
| Task | Detail |
| 213. | Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/fcde4897-5397-48f9-9742-b3c8cdb1af92) [0752783f401e-c9a2/screen/fcde4897-5397-48f9-9742-b3c8cdb1af92](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/0b5765b9-5412-4f99-aed1-cef9f68f558f) [0752783f401e-c9a2/screen/0b5765b9-5412-4f99-aed1-cef9f68f558f](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 |

* 1. **Job Details**

|  |  |
| --- | --- |
| Task | Detail |
| 220. | Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/c8146ee5-407a-4c7d-bf92-1191ad0db4cb) [0752783f401e-c9a2/screen/c8146ee5-407a-4c7d-bf92-1191ad0db4cb](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/40b89e81-36ae-4c42-b3f9-7dae8da35315) [0752783f401e-c9a2/screen/40b89e81-36ae-4c42-b3f9-7dae8da35315](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:   * 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.   + 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 |

* 1. **Technologies**

|  |  |
| --- | --- |
| Task | Detail |
| 227. | Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/dfce0b80-ccbe-4bcc-925e-0448d68dd1a0)  [0752783f401e-c9a2/screen/dfce0b80-ccbe-4bcc-925e-0448d68dd1a0](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/c4cb033d-b93f-4159-853d-bd7f4a3383b7) [0752783f401e-c9a2/screen/c4cb033d-b93f-4159-853d-bd7f4a3383b7](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 |

* 1. **ROI Calculator**

|  |  |
| --- | --- |
| Task | Detail |
| 234. | Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/85ad3331-e79a-444e-b899-a956460abf43) [0752783f401e-c9a2/screen/85ad3331-e79a-444e-b899-a956460abf43](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/f07219e5-b876-4ee1-8f61-734963013322) [0752783f401e-c9a2/screen/f07219e5-b876-4ee1-8f61-734963013322](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](mailto:stuart@Cda.group) and will show the user a confirmation page –  content should be configurable. |
| 238. | The questions it will ask:   1. What is the value of your current monthly web sales? –   Numbers input   1. How many orders do you get on average per month?- Numbers input 2. What is your average monthly website traffic? – Numbers input 3. What is your average monthly engagement rate? – Numbers input 4. What industry are you in? 5. Name – Text input 6. 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 |

* 1. **Policies Landing**

|  |  |
| --- | --- |
| Task | Detail |
| 242. | Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/cfd7a7bd-486a-4fcd-a0e6-6a64ee38a821) [0752783f401e-c9a2/screen/cfd7a7bd-486a-4fcd-a0e6-6a64ee38a821](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/4c18ce4d-20cf-4aa5-9516-c0794128a978) [0752783f401e-c9a2/screen/4c18ce4d-20cf-4aa5-9516-c0794128a978](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 |

* 1. **Policies Details**

|  |  |
| --- | --- |
| Task | Detail |
| 246. | Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/7933484f-d687-4d75-a34b-62187e539b88) [0752783f401e-c9a2/screen/7933484f-d687-4d75-a34b-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/7933484f-d687-4d75-a34b-62187e539b88) [62187e539b88](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/7f7b6394-1c28-43fb-bab2-73183e4e7fa9) [0752783f401e-c9a2/screen/7f7b6394-1c28-43fb-bab2-73183e4e7fa9](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. |

* 1. **404**

|  |  |
| --- | --- |
| Task | Detail |
| 248. | Desktop: [https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/6b06c851-32ef-4efb-99c1-00a02c7846e8) [0752783f401e-c9a2/screen/6b06c851-32ef-4efb-99c1-00a02c7846e8](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-](https://xd.adobe.com/view/9cf12dde-5df7-4ecd-829d-0752783f401e-c9a2/screen/1dc2572b-989c-44b6-a4a8-f0622279205a) [0752783f401e-c9a2/screen/1dc2572b-989c-44b6-a4a8-f0622279205a](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:   * Heading * Text * Links |

# CONTENT REPEATER ROWS

* 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. |

* 1. **Homepage header**

|  |  |
| --- | --- |
| Task | Detail |
| 252. | A crab with claws and text  AI-generated content may be incorrect. |
| 253. | This will be an individual repeater row block, not a global block. |
| 254. | 1 = Title (admin can set which text is underlined and in which colour)  2 = Text - block must expand to show all text entered in admin and must NOT cut off text.  3 = 2 x buttons - admin has full control over title, URL and if it opens in the current or new tab  4 = Illustration image / video / GIF – will be a file that’s uploaded and  will play when the user gets to that section |

* 1. **Image & frame left, text & CTA right**

|  |  |
| --- | --- |
| Task | Detail |

|  |  |
| --- | --- |
| 255. | A group of people posing for a photo  AI-generated content may be incorrect. |
| 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. | 1 = Frame – admin will upload frame image  2 = Image – admin will upload image or GIF which will sit in between frame  3 = Subtitle  4 = Title  5 = Text – block must expand to show all text entered in admin and must NOT cut off text.  6 = Button – admin can control title, link and whether it opens in current or new tab  7 = Arrow illustration image / video / GIF – admin will upload as a file  in WP |

* 1. **Services Accordion**

|  |  |
| --- | --- |
| Task | Detail |
| 258. | A screenshot of a computer  AI-generated content may be incorrect. |

|  |  |
| --- | --- |
| 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. |

* 1. **Technologies Slider**

|  |  |
| --- | --- |
| Task | Detail |
| 261. | A screenshot of a phone  AI-generated content may be incorrect. |
| 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 |

* 1. **Values**

|  |  |
| --- | --- |
| Task | Detail |
| 264. | A screenshot of a website  AI-generated content may be incorrect. |
| 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 |

|  |  |
| --- | --- |
|  | 2 = Title  3 = Values – for each block admin will upload title & text  4 = Illustration image / video / GIF |

* 1. **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. | 1 = Subtitle  2 = Title  3 = Button & page to link to 5 = Logos |

* 1. **Stats & Image**

|  |  |
| --- | --- |
| Task | Detail |
| 270. | A screenshot of a computer  AI-generated content may be incorrect. |
| 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 |

|  |  |
| --- | --- |
|  | 2 = Text – block will expand to show all text added in admin – it must not be cut off  3 = Button title & page to link to  4 = Illustration image / video / GIF |

* 1. **Case Studies**

|  |  |
| --- | --- |
| Task | Detail |
| 273. | A screenshot of a website  AI-generated content may be incorrect. |
| 274. | This will be an individual repeater row block, not a global block. |
| 275. | 1 = Subtitle  2 = Title  3 = Link to the Knowledge hub filtered by Case Studies type  4 = Case studies – admin will select 2 to show (intro text must be a field in the case study) |

* 1. **Locations with image**

|  |  |
| --- | --- |
| Task | Detail |
| 276. | A hand pointing at a red arrow  AI-generated content may be incorrect. |
| 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 |

|  |  |
| --- | --- |
|  | 2 = Title  3 = Countries – for each, admin will upload office and contact details:  4 = Offices & contact details: Name  Address Email Phone  If any fields are not added this row will hide. Admin can upload 1 or 2 offices per country  5 = Illustration image / video / GIF |

* 1. **News Carousel**

|  |  |
| --- | --- |
| Task | Detail |
| 279. | A group of people sitting at a table  AI-generated content may be incorrect. |
| 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. |

* 1. **Newsletter**

|  |  |
| --- | --- |
| Task | Detail |

|  |  |
| --- | --- |
| 284. | A screenshot of a login form  AI-generated content may be incorrect. |
| 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. | 1 = Subtitle  2 = Title  3 = Form – code provided in HubSpot section of this specification |

* 1. **Content Page Header**

|  |  |
| --- | --- |
| Task | Detail |
| 287. | A red circle on a white background  AI-generated content may be incorrect. |
| 288. | This will be an individual repeater row block, not a global block. |
| 289. | 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 |

* 1. **USPS**

|  |  |
| --- | --- |
| Task | Detail |

|  |  |
| --- | --- |
| 290. | A screenshot of a computer  AI-generated content may be incorrect. |
| 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 |

* 1. **Culture Gallery slider**

|  |  |
| --- | --- |
| Task | Detail |
| 293. | A collage of two men  AI-generated content may be incorrect. |
| 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 infinate 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 |

* 1. **Approach**

|  |  |
| --- | --- |
| Task | Detail |
| 296. | A diagram of a computer mouse and a dart  AI-generated content may be incorrect. |
| 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. | 1 = Subtitle  2 = Title  3 = 5 x steps – admin will upload image & title |

* 1. **Full Video**

|  |  |
| --- | --- |
| Task | Detail |
| 299. | A group of people sitting around a table  AI-generated content may be incorrect. |
| 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. |

* 1. **Indented Image left, text right**

|  |  |
| --- | --- |
| Task | Detail |
| 302. | A checkered flag on a green hill  AI-generated content may be incorrect. |
| 303. | This will be an individual repeater row block, not a global block. |
| 304. | 1 = Image / video / GIF  2 = Subtitle  3 = Title  4 = Text – the block should adjust to fit the length of text entered in admin, it should not cut text off  5 = Button – admin will control the title, page linked and whether it opens in the current or a new tab |

* 1. **Team Image left, text right**

|  |  |
| --- | --- |
| Task | Detail |
| 305. | A person holding a video game controller  AI-generated content may be incorrect. |
| 306. | This will be an individual repeater row block, not a global block. |
| 307. | 1 = Image  2 = Illustration  3 = Subtitle  4 = Title |

|  |  |
| --- | --- |
|  | 5 = Text – block must expand based on the text added in admin. Content must not be cut off  6 = Button title and page to link to |

* 1. **Join Our Team**

|  |  |
| --- | --- |
| Task | Detail |
| 308. | A close-up of a sign  AI-generated content may be incorrect. |
| 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. | 1 = Image / video / GIF  2 = Title  3 = Text - block must expand based on the text added in admin. Content must not be cut off  4 = Button title and page to link to  5 = Image / video / GIF |

* 1. **Team Profile**

|  |  |
| --- | --- |
| Task | Detail |
| 311. | A person in a suit holding a remote control  AI-generated content may be incorrect. |
| 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. | 1 = Image / video / GIF  2 = Illustration  3 = Job Title  4 = Name  5 = Bio  6 = LinkedIn URL  7 = Image / video / GIF |

* 1. **Meeting Booker**

|  |  |
| --- | --- |
| Task | Detail |
| 315. | A screenshot of a calendar  AI-generated content may be incorrect. |
| 316. | This will be an individual repeater row block, not a global block. |
| 317. | 1 = Title  2 = Meeting options – There are different meeting links based on the method. Admin will add the method title, logo and code for each method  3 = The meeting booker will populate based on the code from HubSpot  – must be styled to CDA design 4 = Text & number |

* 1. **Team Carousel**

|  |  |
| --- | --- |
| Task | Detail |
| 318. | A person and person in suits  AI-generated content may be incorrect. |

|  |  |
| --- | --- |
| 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 |

* 1. **Services carousel with images**

|  |  |
| --- | --- |
| Task | Detail |
| 321. | A screenshot of a website  AI-generated content may be incorrect. |
| 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 |

* 1. **Services header**

|  |  |
| --- | --- |
| Task | Detail |
| 324. | A close-up of a person's hand  AI-generated content may be incorrect. |
| 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 |

* 1. **Services Expanded**

|  |  |
| --- | --- |
| Task | Detail |

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

* 1. **Introduction: 2 CTAs**

|  |  |
| --- | --- |
| Task | Detail |
| 331. | A white background with red circles and black text  AI-generated content may be incorrect. |
| 332. | This will be an individual repeater row block, not a global block |
| 333. | 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 meetig’ pop up  4 = Projects – will link to the Knowledge Hub page filtered by Case Studies that are tagged to this service  5 = Image / Video / GIF |
| 334. | View All services at the top will link back to the Services landing page. |

* 1. **Service cards**

|  |  |
| --- | --- |
| Task | Detail |

|  |  |
| --- | --- |
| 335. | A screenshot of a computer  AI-generated content may be incorrect. |
| 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. | 1 = Service title  2 = For every sub service, admin will enter the listing text which will display on the parent service page  3 = Will link to the service details page |

* 1. **List left, text right**

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

* 1. **Centred text CTA**

|  |  |
| --- | --- |
| Task | Detail |
| 342. | A white background with black text  AI-generated content may be incorrect. |
| 343. | This will be an individual repeater row block, not a global block |
| 344. | 1 = Text – the section must expand based on content added – it must not be cut off  2 = CTA – button title & page to link to – admin can set if it should  open in current or new tab |

* 1. **Text Left**

|  |  |
| --- | --- |
| Task | Detail |
| 345. | A screenshot of a computer  AI-generated content may be incorrect. |
| 346. | This will be an individual repeater row block, not a global block |
| 347. | 1 = Title  2 = Text |

* 1. **Client logos & image**

|  |  |
| --- | --- |
| Task | Detail |
| 348. | A diagram of a diagram  AI-generated content may be incorrect. |
| 349. | This will be an individual repeater row block, not a global block |
| 350. | 1 = Subtitle  2 = Title  3 = CTA - button title & page to link to – admin can set if it should open in current or new tab  4 = Logos – image |

|  |  |
| --- | --- |
|  | 5 = Image / Video / GIF |

* 1. **Service Stats**

|  |  |
| --- | --- |
| Task | Detail |
| 351. | A comparison of numbers and percentages  AI-generated content may be incorrect. |
| 352. | This will be an individual repeater row block, not a global block |
| 353. | 1 = 4 x stats – colour underline will be coded  2 = 4 x text |

* 1. **Two Column text**

|  |  |
| --- | --- |
| Task | Detail |
| 354. | A close-up of a white background  AI-generated content may be incorrect. |
| 355. | This will be an individual repeater row block, not a global block |
| 356. | 1 = Column 1 heading  2 = Column 1 text - the section must expand based on content added –  it must not be cut off  3 = Column 2 heading  4 = Column 2 text - the section must expand based on content added –  it must not be cut off |

* 1. **CTA & Image on grey**

|  |  |
| --- | --- |
| Task | Detail |
| 357. | A cartoon character with red circles  AI-generated content may be incorrect. |
| 358. | This will be an individual repeater row block, not a global block |
| 359. | 1 = Headline  2 = CTA – will open the book a meeting pop up  3 = Image / video / GIF |

* 1. **Services introduction: 1 CTA**

|  |  |
| --- | --- |
| Task | Detail |
| 360. | A close-up of a text  AI-generated content may be incorrect. |
| 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. |

* 1. **Full width text (grey background)**

|  |  |
| --- | --- |
| Task | Detail |
| 364. | A text on a white background  AI-generated content may be incorrect. |
| 365. | This will be an individual repeater row block, not a global block |
| 366. | 1 = Heading  2 = Text – admin can enter as much text, media, formatting here as they link and the block will adjust to fit |

* 1. **Video left, text right**

|  |  |
| --- | --- |
| Task | Detail |
| 367. | A computer on a desk  AI-generated content may be incorrect. |
| 368. | This will be an individual repeater row block, not a global block |

|  |  |
| --- | --- |
| 369. | 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.  2 = Title  3 = Text – the section must expand based on content added – it must not be cut off  4 = CTA – will open the book a meeting pop up |

* 1. **Full width text (white background)**

|  |  |
| --- | --- |
| Task | Detail |
| 370. | A close-up of a text  AI-generated content may be incorrect. |
| 371. | This will be an individual repeater row block, not a global block |
| 372. | 1 = Heading  2 = Text – admin can enter as much text, media, formatting here as they link and the block will adjust to fit |

* 1. **Text left, image & frame right**

|  |  |
| --- | --- |
| Task | Detail |
| 373. | A group of people in a room  AI-generated content may be incorrect. |
| 374. | This will be an individual repeater row block, not a global block |
| 375. | 1 = Title  2 = Text – block must expand to show all text entered in admin and must NOT cut off text.  3 = Button – admin can control title, link and whether it opens in current or new tab  4 = Frame – admin will upload frame image  5 = Image – admin will upload image or GIF which will sit in between  frame |

* 1. **Image left, text & CTA right**

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

* 1. **3 x Columns with icons**

|  |  |
| --- | --- |
| Task | Detail |
| 379. | A computer screen shot  AI-generated content may be incorrect. |
| 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. | 1 = Image / Icon (x3)  2 = Title  3 = Text – the section must expand based on content added – it must not be cut off |

* 1. **Contact form left, image right**

|  |  |
| --- | --- |
| Task | Detail |

|  |  |
| --- | --- |
| 382. | A screenshot of a login form  AI-generated content may be incorrect. |
| 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. | 1 = Title  2 = Form – will be the Contact Us form code from HubSpot but admin can overwrite and add a different code  3 = Contact details – will pull from the global settings / footer  4 = Image / Video / GIF |

* 1. **Global Blocks**

|  |  |
| --- | --- |
| Task | Detail |
| 385. | 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:   1. Image & frame left, text & cta right 2. Services Accordion 3. Technologies Slider 4. Values 5. Showreel 6. Stats & Image 7. Locations with image 8. News Carousel 9. Newsletter 10. USPS 11. Culture Gallery Slider 12. Approach 13. Full Video 14. Join Our Team 15. 3 x columns with icons 16. Contact form left, image right |

# POST TYPES

* 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. |

* 1. **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 |

* 1. **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. |

* 1. **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. |

* 1. **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. |

* 1. **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. |

* 1. **Team**

|  |  |
| --- | --- |
| Task | Detail |

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

* 1. **Policies**

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

# CONTENT MIGRATION

* 1. **Current Content**

|  |  |
| --- | --- |
| Task | Detail |
| 403. | Content that needs to be migrated across from our existing website:   1. Main Service pages (x 7) 2. All News Articles 3. Cookie Policy 4. Privacy Policy 5. Terms & Conditions |