Your Business in San Jose — Website Development Proposal

Prepared by Our Web Studio · June 20 2025

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0 · Purpose of This Document

This specification is a **single source of truth** for both client stakeholders *and* the development team.
It explains **what** we're building, **why** it matters to your business in San Jose, and **how** we'll implement it.

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1 · Business & Website Goals

Business Goal	Website KPI	Target
Enhance brand credibility & professionalism	User engagement (e.g., Pages per session)	≥ 3 pages / session
Increase online visibility in a competitive market	Organic search traffic	Continuous growth
Attract new potential customers/clients	Contact form submissions / direct inquiries	To be defined during consultation
Provide clear information & reduce direct inquiries for basic questions	Information discovery rate	High success rate in user tests
Streamline initial customer interactions	Effective use of online contact methods	To be defined during consultation

2 · Target Audience & Personas

Persona	Needs	Key Tasks on Site
"Potential Customer/Client" (General Public)	Quick understanding of services/products, trust signals, how to contact.	1) Explore services/products 2) Find contact information 3) Review testimonials/portfolio.
"Business Partner/Collaborator" (B2B focused)	Professional representation, comprehensive service details, company mission/values.	1) Learn about the company 2) Find key contact for partnerships.
"Information Seeker"	Detailed information, industry relevance.	1) Read about specific services 2) Access company background.

3 · Core User Flows

1. **Discover Services/Products** → Home → Services/Products Overview → Specific Service/Product Page → Contact Form.

2. **Contact the Business** → Home → Contact Page → Fill out Inquiry Form / Find Phone Number.

3. **Learn About the Business** → Home → About Us → Team/Company History.

4 · Information Architecture (Sitemap)

/
■■ home
■■ about-us
■ ■■ our-story

■ ■■ team

■■ services-products

■ ■■ [service-product-category-1]

■ ■■ [service-product-category-2]

■■ portfolio-gallery (if applicable)

■■ testimonials-reviews (if applicable)

■■ blog-news (optional, for thought leadership)

■■ contact

■ ■■ inquiry-form

■ ■■ location-details

■■ privacy-policy

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5 · Content Requirements

6 · Visual & Brand Guidelines

Page	Content Owner	Assets Needed
Home	Client Marketing	Hero section copy, introductory paragraphs, key value propositions, call-to-action.
About Us	Client Marketing	Company history, mission, values, team bios (optional).
Services/Products	Client Marketing	Detailed descriptions for each offering, benefits, how it works.
Contact	Client Operations	Contact form details, business hours, physical address (if applicable), phone number, email.
Portfolio/Gallery	Client Marketing/Operations	High-quality images/case studies of past work (if applicable).
Testimonials	Client Marketing	Customer quotes/reviews.
Blog/News	Client Marketing	Initial articles for SEO and engagement (if applicable).

> Tone & Voice: Professional, knowledgeable, customer-centric, clear, and concise.

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6 · Visual & Brand Guidelines

- **Color Palette:** To be defined by client branding or proposed by design team.

- **Typography:** To be defined by client branding or proposed by design team (e.g., modern, readable fonts).

- **Logo Usage:** High-resolution logo provided by client, consistent application across all pages.

- **Visual Style:** Clean, modern, intuitive, reflecting professionalism and innovation.

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7 · Functional Specifications

Feature	Behaviour	Acceptance Criteria
Contact Form	Users can submit inquiries via a form.	Form fields (Name, Email, Subject, Message) are validated; confirmation message displayed upon submission; notification sent to designated business email.
Mobile Responsiveness	Website content and layout adapt to various screen sizes.	Site is fully usable and visually appealing on desktop, tablet, and mobile devices; navigation is intuitive on smaller screens.
Basic CMS (Content Management System)	Designated business users can update text and images on selected pages.	Intuitive interface for non-technical users to edit page content without developer intervention (e.g., About Us, Services, Blog if applicable).
Testimonials/Reviews Display	Showcases positive customer feedback.	Displays chosen testimonials prominently; format is consistent and readable.
Search Engine Optimization (Basic)	Website is discoverable by search engines for relevant terms.	Proper meta titles and descriptions are implemented for key pages; sitemap is generated and submitted to search engines.

8 · Technical Stack & Integrations

Layer	Tech	Notes
Front-end	Modern, responsive framework (e.g., React, Vue, or a static site generator)	Ensures fast loading and smooth user experience.
CMS	Headless CMS or user-friendly traditional CMS (e.g., WordPress with Gutenberg, Sanity, Strapi)	Chosen based on client's update frequency and content complexity.
Hosting	Reliable, scalable hosting provider	Ensures site availability and performance.
Forms	Integrated form service or backend processing	Secure submission and delivery of inquiries.
Analytics	Google Analytics 4 (GA4)	Tracks user behavior and website performance metrics.
Security	SSL certificate	Encrypts data for secure user connections.

9 · SEO & Analytics Plan

• **Keyword Strategy:** Focus on local San Jose keywords relevant to the business's industry (e.g., "tech services San Jose," "manufacturing solutions San Jose," "healthcare solutions San Jose").

• **Metadata:** Unique, descriptive titles ($\leq$ 60 chars) and meta descriptions ($\leq$ 155 chars) for all primary pages.

- **Technical SEO:** XML sitemap generation, proper `robots.txt` configuration.
- **Analytics:** Google Analytics 4 implementation for tracking website traffic, user engagement, and conversion events (e.g., contact form submissions).

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10 · Accessibility & Compliance

1. **WCAG Compliance:** Adherence to Web Content Accessibility Guidelines (WCAG) 2.1 AA where feasible.

2. **Keyboard Navigation:** All interactive elements accessible and operable via keyboard.

3. **Alt Text:** Meaningful alt text for all informative images.

4. **Privacy Policy:** Clear and accessible privacy policy page addressing data collection and usage practices, in line with applicable regulations.

5. **Cookie Consent:** Implementation of a cookie consent banner if required by data privacy regulations.

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11 · Project Timeline

A detailed timeline with specific milestones and delivery dates will be provided upon scope finalization during a consultation. As per instructions, this document excludes timeframes.

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12 · Investment Summary

A detailed investment summary with pricing for development, design, and optional ongoing support will be provided in a separate, personalized quote after a thorough consultation to understand specific needs. As per instructions, this document excludes pricing details.

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13 · Assumptions & Exclusions

• Client is responsible for providing all content (text, images, videos) in a timely manner.

• Client provides existing brand assets (logo, style guides, preferred fonts/colors if any).

• Two rounds of revisions per design phase are included. Additional revisions may incur extra costs.

• Complex custom integrations with third-party systems (e.g., CRM, ERP beyond standard forms) are excluded unless specifically outlined in a separate Statement of Work (SOW).

• Ongoing content creation (e.g., blog posts after initial setup) is the client's responsibility or can be provided as a separate service.

14 · Acceptance

Name	Title	Signature	Date

Our Web Studio — Who We Are

Helping businesses in dynamic markets like San Jose establish a strong and effective online presence.

Contact: [Your Name/Company Name] · [Contact Information]