

Website Development Requirements Document

Project Overview

The purpose of this project is to develop a high-quality, responsive website for "Trek Traveller," a travel company offering multiple travel plans. The website should be visually stunning, highly functional, and optimized for both user experience and SEO performance.

Key Requirements

1. SEO Optimization

- Implement on-page SEO best practices to improve visibility on search engines.
 - Meta titles and descriptions for all pages.
 - Optimized URL structures.
 - Schema markup for rich snippets.
 - Alt text for all images.
 - Mobile-friendly performance and fast loading speed.
- Ensure the website meets Google Core Web Vitals standards.

2. User Interface (UI)

- Design a modern, visually appealing, and user-friendly UI.
- The website should have an intuitive layout, easy navigation, and consistent branding.
- Use high-quality images and graphics to enhance the aesthetic appeal.
- Provide a responsive design that works seamlessly on phones, tablets, and laptops.

3. Features & Functionality

- **Analytics Dashboard:**
 - Track visitor count.
 - Monitor user interactions with trip plans.
 - Display key insights like popular trips and booking trends.
- **Trip Listings:**
 - Create a dynamic section to showcase available travel plans with descriptions, images, and booking options.

- **Hosting & Uptime:**
 - Host on reliable servers with 99.99% uptime to ensure stability.

4. Performance & Security

- Optimize the website for fast loading speeds.
- Ensure robust security measures to protect user data.

5. Additional Requirements

- Clear and concise content to engage visitors.
 - Include contact forms or CTAs for inquiries and bookings.
 - Integration of social media sharing options.
-

Development Milestones

1. **Requirement Gathering** (1 Week): Finalize the design, features, and functionality requirements.
2. **Design Phase** (1 Week): Deliver wireframes and mockups for approval.
3. **Development Phase** (2 Weeks): Build and integrate features, ensuring responsiveness.
4. **Testing & QA** (1 Week): Conduct thorough testing for performance, usability, and security.
5. **Delivery**: Deploy the website live.