Tilli Software – Website Planning Document

# 1. Website Objectives

- Primary Goal: Present Tilli as a trusted software solution for businesses and individuals.

- Key Outcomes: Increase brand visibility, drive leads, provide clear product/service information, and offer customer support.

- Target Audience: SMBs, corporates, tech-savvy users, and existing customers.

# 2. Site Map / Structure

- Homepage: Hero banner, overview, features, testimonials, CTA.

- About Us: Company story, mission, team, partnerships.

- Products / Solutions: Product pages with features, screenshots, and CTAs.

- Pricing: Tiered pricing, free trial/demo, FAQ.

- Resources: Blog, case studies, documentation, FAQs.

- Support: Contact form, live chat, knowledge base.

- Careers (optional): Job listings, culture.

- Contact: Form, office location, social media links.

# 3. Content Plan

- Tone: Professional, approachable, trustworthy.

- Style: Benefit-focused, customer-centric.

- Visuals: Screenshots, demos, infographics, client logos.

- CTAs: Request Demo, Get Started, Contact Us, Try Free.

# 4. Design Guidelines

- Colors: Align with existing Tilli branding.

- Typography: Clean, modern, sans-serif.

- Layout: Grid-based, white space, mobile-first.

- Imagery: Minimalist, product-focused, abstract tech illustrations.

# 5. Features & Functionality

- Contact forms, newsletter signup, blog, search.

- Customer support portal/knowledge base.

- Analytics integration (Google Analytics, Hotjar).

- Security features (SSL, secure forms).

# 6. SEO & Marketing Plan

- Keyword strategy around productivity and communication software.

- On-page SEO: meta tags, alt text.

- Blog for thought leadership.

- Landing pages for campaigns.

- Social media integration.

# 7. Technical Requirements

- CMS: WordPress, Webflow, or custom.

- Hosting: Scalable and secure (AWS, DigitalOcean).

- Performance: Optimized speed, CDN, caching.

- Accessibility: WCAG 2.1 compliance.

- Integrations: CRM, HubSpot, Mailchimp.