

Briefing Menfes Coaching website

Design:

Desktop: <https://xd.adobe.com/view/dd7a40c9-1f41-4a7c-a009-21108643e2e8-8829/>

Mobile: <https://xd.adobe.com/view/86015ad2-5003-4968-86ef-3107d978b4a7-d352/>

Start with a clean WordPress installation.

Special notes for this project

WordPress Settings

- Timezone: Amsterdam

WPML

- This website will be using WPML. Dutch will be the default language.
- Another language will be EN.
- The default for NL (dutch) will be "https://www.menfescoaching.nl/"
- Other languages will get the language code in the url "menfescoaching.nl/en/" .
- The header and footer logo will link to the corresponding homepage of the language.

Plugins

- This project should use Advanced Custom Fields Pro to create content sections and field groups.
- **Use advanced custom fields extended to add layout thumbnails and selection modal to flexible content fields. Add clear screenshots of each section/layout as thumbnail.**
- Classic Editor for WordPress
- Contact Form 7 should be used for the contact forms throughout the website.
- Contact Form CF7DB
- Redirection for contact form 7 (<https://wordpress.org/plugins/wpcf7-redirect/>)
- Converter for Media - (<https://mattplugins.com/products/webp-converter-for-media-pro>)
- Async JavaScript (<https://wordpress.org/plugins/async-javascript/>)
- Yoast SEO
- ACF content analysis for Yoast SEO

Sections / Template Partials

- Each content section as specified in the briefing should be contained within a <section> tag with an appropriate class name.
- Each flexible content section should have a separate template partial file, i.e., section-contact.php
- All partial templates should be stored in a single directory, i.e. sections
- A single if/else statement should be used to get the correct template part per row layout.
- This should be kept in a single file (i.e. partials.php), so that if new sections are created, the section and its partial template only need to be linked once.

```
<?php
if( have_rows('flexible_content_template') ):
    while( have_rows('flexible_content_template') ): the_row();
        if( get_row_layout() == 'accordion' ):
            get_template_part( 'partials/section-accordion' );
        endwhile;
    endif;
?>
```

- The partials.php file should be included in all page templates

```
<?php include("partials.php"); ?>
```

Advanced Custom Fields

- Work with the Theme settings. Make sure that you make all the items which are shown in multiple templates work from the Theme settings. For example, a contact block with the same title and form. We will specify if this is required for the sections in this document.
- Everything should work with the flexible content fields. This applies to every template and every section. The user must be able to adjust the order of any and all sections.
- All sections should be included in a single custom field group (included in all page and post templates) containing a single ACF Flexible Content Field, unless specified otherwise.
- Use conditional logic to hide irrelevant fields in a section to prevent confusion for the user.
- The sections that are shown multiple times on different templates, should have customisable default values in the Theme settings. The user should be able to choose between the default value(s) or custom content to input manually, this should overwrite the Default values.
- Please avoid using required fields as much as possible.
- Fields that are not marked as required should be allowed to be empty. If a field is empty (e.g. a title field), do not display in the template (to prevent empty HTML elements or errors)
- Use WYSIWYG fields over text area fields as much as possible, unless specified otherwise, to allow users to easily format their content.
- Text area fields should add a line break by default and the number of lines should be adjusted to the recommended amount of text.

Bootstrap & CSS

- Work with clean Bootstrap classes, CSS & HTML. And please use descriptive CSS classes on elements so they are easily selectable in the future. All sections should be responsive and flexible with respect to their content.
- Please don't use compilers and SASS/SCSS.
- Mobile version can be made to your insights.
 - Responsive guidelines can be found under the section Responsive Guidelines
 - Apply responsive breakpoints to your own insights, but take tablet screens such as the iPad (768px) and iPad Pro (1024px) into account, as well as smaller desktop screens (i.e. 13" 1280-1440px).
- Please refer to the assets sent with the design for fonts, icons and images to be included in the website.
- Use global paddings and margins to your own insight, you can deviate from the specific paddings and margins in the design, as long as the general layout and integrity of the design is maintained.
- Use smooth transitions on CSS (hover) effects. The transition should be smooth both ways.

Grids, rows, sliders and overviews

- For post overviews, allow the user to either manually select posts or let the most recent posts be automatically selected.
- Post overviews should always link to the selected post.
- Extract data automatically from the post object as much as possible (i.e. title, featured image, permalink, categories/taxonomies), so the user only needs to select one or more posts.
- When elements are positioned horizontally in a grid, row, slider or other overview, please ensure the following, according to your own insights, unless specified otherwise:
 - Elements in a row should have an equal height and equal width and spaced out evenly.
 - Specific parts of elements should be vertically aligned regardless of content length, i.e.
 - Images/thumbnails
 - Titles/headings
 - Start of the body text
 - Read more links

SEO

- Please note where h1, h2 or h3 heading types have been specified within templates
- Where breadcrumbs are used, please apply appropriate rich data (<https://schema.org/BreadcrumbList>)
- Please apply appropriate FAQ Rich snippets for FAQ questions: <https://developers.google.com/search/docs/data-types/fagpage>

Queries, Filters & Overviews

- Filters for page/post overviews should, by default, be filled dynamically with the available CPT taxonomies. Allow users to manually select taxonomies, within a CPT custom taxonomy, which overwrite the default filters.
- Filters should be asynchronous (use AJAX)

- Make sure to exclude the current page id within a post query for related pages/posts
- When WPML is used, please include 'suppress_filters'=> false, to the query arguments, to only select pages/posts in the current language.
- **Overviews should automatically load more articles on scrolling (AJAX load more)**

Page interactions

- Scroll behavior should be smooth
- When scrolling down on any page, the header will turn into a smaller sticky header.

Navigation

- Navigation should work with Theme Menu's and take subpages in a dropdown into account.
- Specify any other additional menus and/or menu functionalities (i.e. mega menu)

Links & buttons

- All links and buttons should have a CSS hover effect with a smooth transition.
- Logos in the header and footer should link to the homepage
- Links filled in ACF fields should always take the selected target into account
- Phone links should always include the country code by default this is the Netherlands country code (0031/+31), unless otherwise specified
- Email and phone links should always be functional
- Please include the following function in the functions.php to 'clean' inputted phonenumbers etc. to allow a 'tel:' link to be generated from the input. Any inputted phone link should always include a clean version for the href and the raw input for the link text.

```
// -- Phone number cleaner
function phone_cleaner( $tel ) {
    return str_replace( ['(0)', '(', ')', ' ', '-', '.'], '', $tel );
}
```

JavaScript libraries/frameworks

- Fancybox
- Font awesome
- Owl carousel or Swiper Slider
- Bootstrap

Defer loading Scripts

- Use the Async Javascript plugin to defer loading non-critical JS scripts.

Images

- **Image fields should be returned as an array and not a URL**, to allow the selection of custom image sizes and the inclusion of alt-text values.
- Please **register and use custom image** sizes for frequently recurring formats to prevent excessively large images from loading on a page.
- Large images should preferably be compressed using **WP Smush**, to reduce their size.
- Use owl carousel/swiper slider for image carousels/sliders
- **Use <picture> tags to allow images to render in different sizes for various screen widths, ie:**

```
<picture>
<source media="(max-width: 768px)" srcset=<?php echo get_the_post_thumbnail_url(get_the_ID(),
'grid-size-small'); ?>>
```

```
<source media="(min-width: 1200px)" srcset=<?php echo get_the_post_thumbnail_url(get_the_ID(),  
'grid-size-large'); ?>>  
  
</picture>
```

Contact forms

- Use Contact Form 7 for Forms
- **DO NOT replace or change the contact form 7 span wraps as this breaks the built in validation. To avoid line breaks and empty paragraph elements, avoid empty lines and linebreaks in <label> elements.**
- **Contact forms in any section should always be selectable via an ACF Post Object field (filtered specifically on contact forms).**
 - o The output of this field should be used in the section's template to display the selected form.
- **Please also fill the Mail Tab with all the appropriate field values.**
- Input labels should appear as input placeholders as shown in the design and shift up to above the input field when a user clicks on the input field.
- Upload fields should be functional across the entire field section (clicking on any part of the field should trigger the on click events)
- Upload field labels should display the file name of the selected file
- Upload fields should include an option to remove a selected file

Add the following function in functions.php to disable refill.js

```
add_action('wp_enqueue_scripts', 'wpcf7_recaptcha_no_refill', 15, 0);  
function wpcf7_recaptcha_no_refill() {  
    $service = WPCF7_RECAPTCHA::get_instance();  
    if ( ! $service->is_active() ) { return; }  
    wp_add_inline_script('contact-form-7', 'wpcf7.cached = 0;', 'before' );  
}
```

Website structure

The website should consist of the following unique templates

*Custom post types are mostly set-up already

- Home
 - Contact
 - Coaching
 - Loopbaan coach
 - Over mij
 - Ervaringen (overview page) - (not an archive page)
 - Ervaring (detail page - CPT ervaringen)
-
- Bedankt (Thank you page)
 - 404 page

Custom Post Types

Please register custom post types via code and not via CPT UI plugin. The CPT slug may change in the future, and CPT UI doesn't handle this very well.

Custom post types do not need to have an archive page. For example “/specialismen/” will be a normal page.

This project contains the following custom post types.

- **Blogs**
Slug detail = /blog/postname
- **Ervaringen**
Slug detail = /ervaring/postname

Custom taxonomies

- All CPT's should have a **category** taxonomy.
- Kennisbank CPT detail pages should have a **label** and a **category** taxonomy

Theme settings

Options page with global content fields

Header

- Full logo (image)
- Contact button (ACF field - Link)

Footer

This section should have the following ACF fields available in the theme options page.

- Contact info (group)
 - Logo (image)
 - Text (WYSIWYG)
- Contact info column 2
 - Title
 - Links (repeater)
 - Icon (Font Awesome)
 - Link
 - Socials text (text) (i.e. "volg mij:")
 - Socials (repeater)
 - Social icon
 - Social (link)
- Footer Column 3
 - Title
 - Links (repeater)
 - Link
- Footer Column 4
 - Title
 - Links (repeater)
 - Link
- Footer Column 5
 - Title
 - Links (repeater)
 - Link

Footer bottom bar

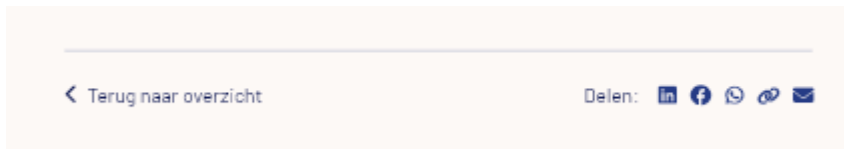
- Bottom bar left (text)
- Bottom bar right
 - Links (repeater)
 - Link
 - Website door The Distrikt (hard coded as last item of the list)

Social share icons

*part of the **detail flexible blocks - detailpage CPT “ervaringen” and “blogs”**

This block should have the following ACF fields:

- Back to previous page text (i.e. “terug naar overzicht”)
- Social text before icons (i.e. “delen”)
- Socials (repeater)
 - Icon (Font Awesome)
 - Icon link



404 Page

*Same design as thank you banner.

For this element the following custom fields should be available:

- Subtitle
- Title
- Text (WYSIWYG)
- Button (link)



Homepage

Homepage header

**Note that the header always has the same height. Otherwise the image and the “waves” don’t scale the right way.*

For this element the following custom fields should be available:



- Subtitle (text)
- Title H1 (text)
- Text (WYSIWYG)
- Primary button (link)
- Secondary link (link)
- Image
 - *with a CSS border radius.
- Usps (repeater) (3 items per row)
 - Link
 - *if filled, make the whole usp item clickable
 - Icon or image (true / false)
 - Icon (false) - Font Awesome
 - Image (true) - Image
 - Usp title
 - Text (WYSIWYG)



Image Text section

For this element the following custom fields should be available:

- Image right / left - (true / false)
 - True - Image right, text left
 - False - Image left, text right
- Subtitle (text)
- Title (text)
- Text (WYSIWYG)
- Primary button (link)
- Secondary link
- Images small
- Image big



SUBHEADING

Dit is een voorbeeld van een semi lange heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

[Call to action](#) [Call to action](#)

List section

For this element the following custom fields should be available:

- Subtitle (text)
 - Title (text)
 - List items (repeater)
 - List item (text)
 - Primary button (link)
- *Optional



Services and item links

For this element the following custom fields should be available:

- Subtitle (text)
- Title (text)
- Contact (group)
 - Image
 - Title
 - Text (WYSIWYG)
- Primary button
- Secondary link
- Quick links (repeater)
 - Image
 - Title
 - Text (WYSIWYG)
 - Link

*When link is filled add the > icon and make the whole item clickable.

DIENTEN

Een titel over de diensten komt hier

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Nathalie Berkers
envelope info@menfiscoaching.nl
phone 06 12 34 56 78

[Neem contact op](#) [Call to action](#)



Coaching

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Sparringstraject

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Assessments

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Ervaringen section

For this element the following custom fields should be available:

- Ervaringen select (button group) - (**Custom, selection, default**)
 - **Default** (select all “published” ervaringen) - (Ervaringen CPT)
 - *Ervaringen CPT should have the following fields (within the detailpage):
 - Subtitle
 - Title
 - Text (WYSIWYG)
 - Logo (image)
 - Name (text)
 - Function (text)
 - Reviewer (image)
 - Slider navigation text (i.e. Naam hier)
 - **Selection** (relationship)
 - *Select specific pages from the CPT ervaringen
 - **Custom** (repeater)
 - Subtitle
 - Title
 - Text (WYSIWYG)
 - Logo (image)
 - Name (text)
 - Function (text)
 - Reviewer (image)
 - Slider navigation text (i.e. Naam hier)



Logo slider section

For this element the following custom fields should be available:

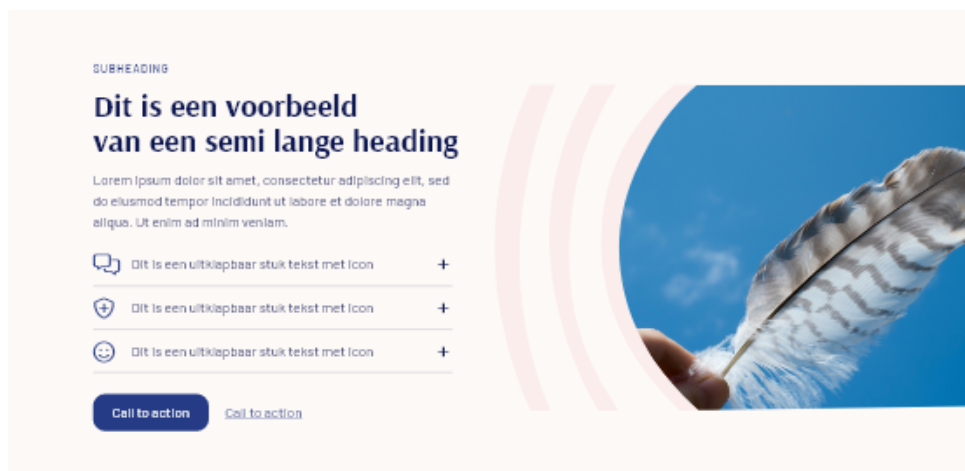
- Tile (text)
- Custom / Default (true / false)
 - Custom (true) - (repeater)
 - Logo image
 - Logo link
 - *If not filled, don't add an <a> tag to the image.
 - Default
 - *Load the logos from the theme settings
 - Theme settings logo slider (repeater)*
 - Logo image
 - Logo link
 - *If not filled, don't add an <a> tag to the image.



FAQ section

For this element the following custom fields should be available:

- Subtitle (text)
- Tile (text)
- Text (WYSIWYG)
- Image
- FAQ items (repeater)
 - FAQ icon (Font Awesome)
 - Question
 - Answer
- Button (link)
- Secondary link



Images and text section

For this element the following custom fields should be available:

- Subtitle (text)
- Title (text)
- Text (WYSIWYG)
- Button (link)
- Images (repeater)

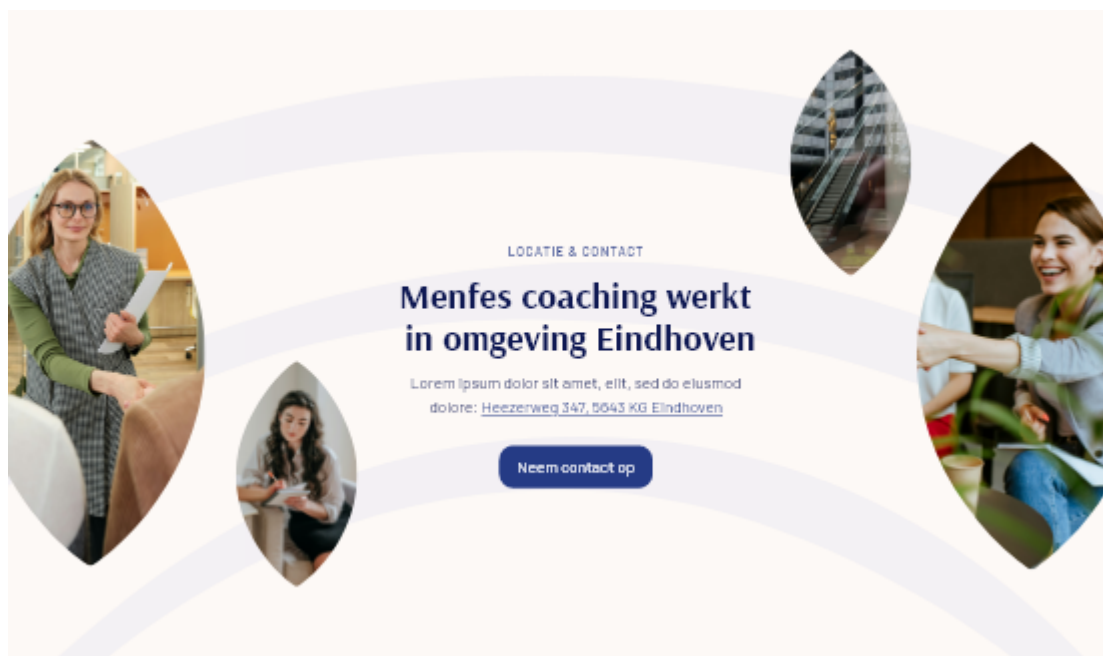
- Image

*Images should be masked like in the design.

**

Image 1 should be the most left

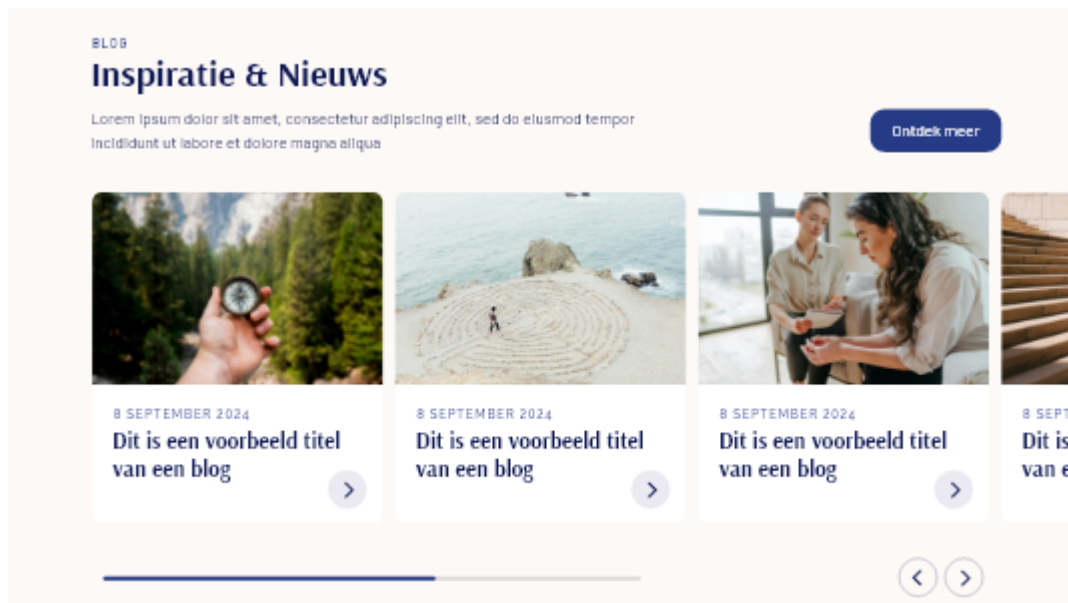
Image 2 the second left.. and so on...



News section

For this element the following custom fields should be available:

- Subtitle (text)
- Tile (text)
- Text (WYSIWYG)
- Button (link)
- Custom or default news items (True / false)
 - Default (false)
*Show all the “published” blog items in the slider.
 - Custom (true) - (relationship)
*Show all “published” selected news items within the relationship.



Contact form section


For this element the following custom fields should be available:

- Subtitle (text)
- Title (text)
- Text (WYSIWYG)
- Contact information (group)
 - Image
 - Contact name
 - Links (repeater)
 - Icon (Font Awesome)
 - Link
- Form selection (Contact Form 7 select)
- Form text (WYSIWYG) (i.e. "Lorem ipsum dolar sit ..")

VRAGEN?

Contact

Lorem ipsum dolor sit amet, dolar sit consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

 **Nathalie Berkers**
✉ info@menfiscoaching.nl
☎ 06 12 34 56 78

Naam (volledig)*

Bedrijf

E-mailadres

Telefoonnummer*

Schrijf een bericht hier...

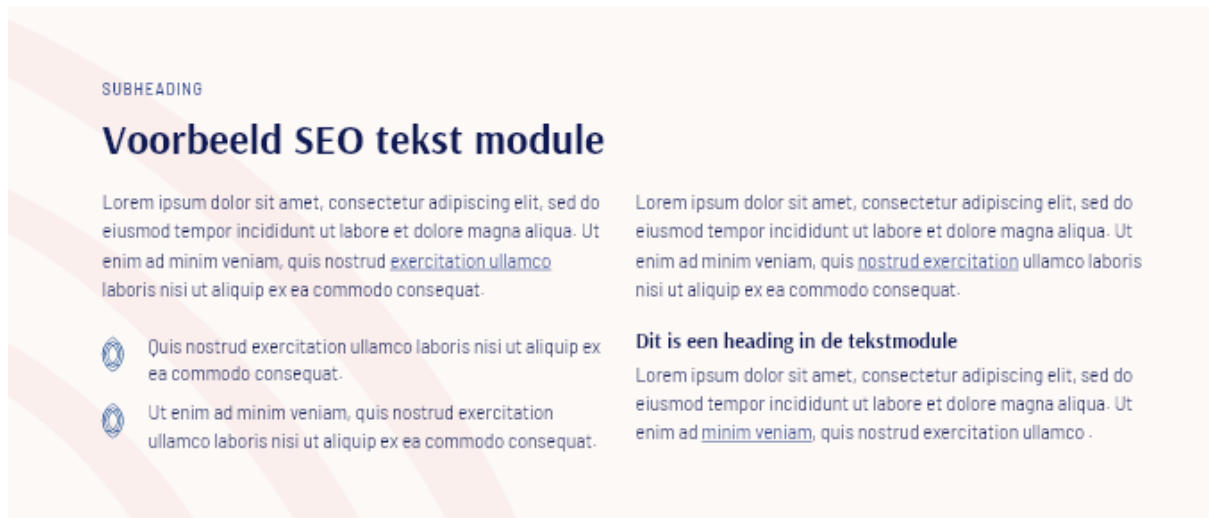
Verzenden

Lorem ipsum dolar sit consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

Text section

For this element the following custom fields should be available:

- Subtitle (text)
- Title (text)
- Text (WYSIWYG)
- Column select (button group)
 - 1 Column
 - 2 Columns



Contact page

Contact

For this element the following custom fields should be available:

- Subtitle (text)
- Title H1 (text)
- Text (WYSIWYG)
- Contact information (repeater)
 - Contact title
 - Links (repeater)
 - Icon (Font Awesome)
- Image
- Form Title
- Form Subtitle


VRAGEN?

Contact

Lorem ipsum dolor sit amet, dolar sit consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

CONTACTGEGEVENS
✉ info@menfiscoaching.nl
☎ 06 12 34 56 78

LOCATIE
Heezerweg 347
5643 KG Eindhoven
[Navigeer naar dit adres](#)



Neem contact op met Natalie

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Lorem ipsum dolor sit consectetur adipiscing [privacyverklaring](#)

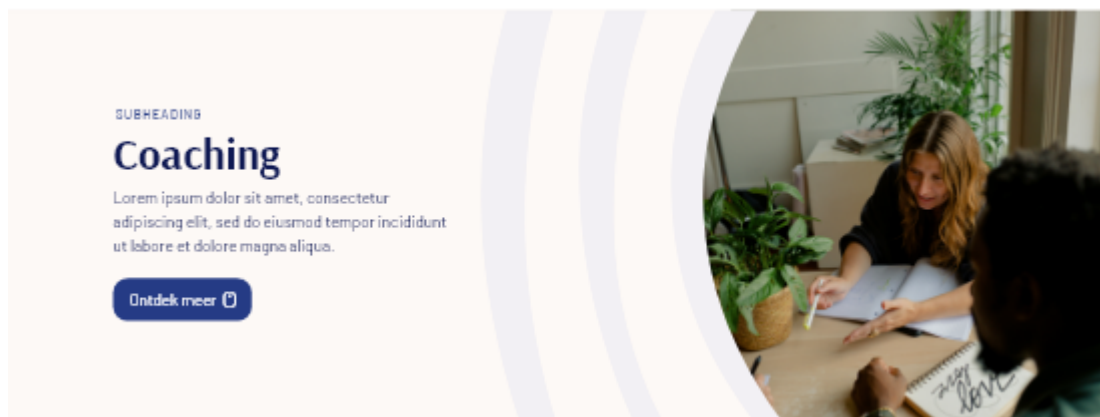
Verzenden

Coaching page

Standard banner

For this element the following custom fields should be available:

- Subtitle (text)
- Title H1 (text)
- Text (WYSIWYG)
- Image
- Button (link)
- Button icon (optional) (font awesome)



*Other example from the “loopbaan coach” page



Diensten Overview

For this element the following custom fields should be available:

- Subtitle (text)
- Title H1 (text)
- Text (WYSIWYG)
- Items (repeater)
 - Image
 - Title
 - Text
 - Link

*When filled, make the whole item clickable
- Button (link) - (primary button as seen in other sections) (not visible in design)

SUBHEADING

Titel over de diensten

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



HSP en HSS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Loopbaan coach

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Levenscoach

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Executive coach

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Relatie coach

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Andere subdienst

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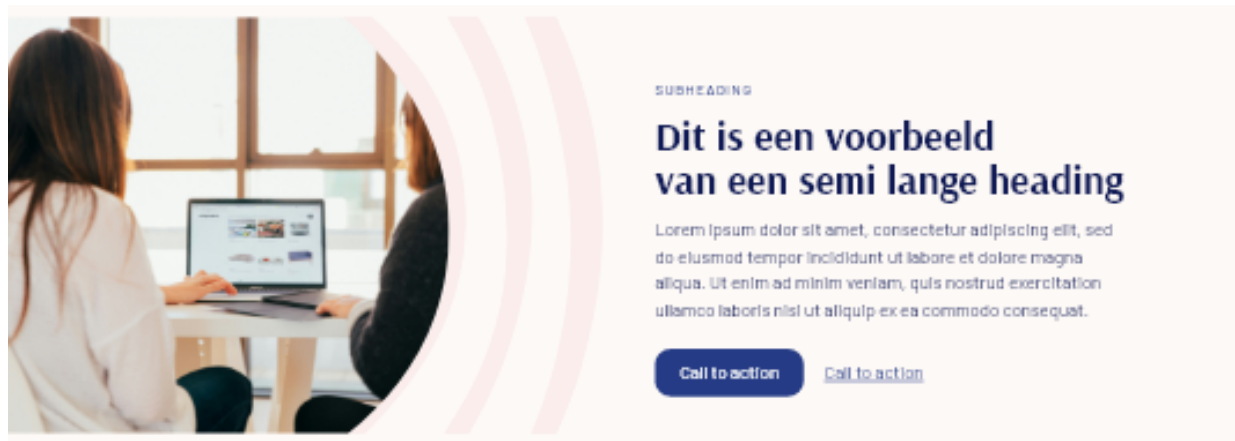
Other sections on this page, the same as before

Loopbaan coach page

Text image section

For this element the following custom fields should be available:

- Image position (true / false)
 - Image right (false)
 - Image left (true)
- Subtitle (text)
- Title H1 (text)
- Text (WYSIWYG)
- Button (link)
- Optional link



Referenties (overview page) - (normal page, no archive page)

Banner section

Same as before

Ervaringen section

For this element the following custom fields should be available:

- Title (optional) (text)
- Custom or default (button group)
 - Custom (relationship)
 - *Initially load the first 6 selected items.
 - **The load more button should load 6 more items with AJAX load more.
 - Default
 - *Load all “published” items “Ervaringen” from the CPT Ervaringen.
 - **The load more button should load 6 more items with AJAX load more.
- Load more button text (i.e. “laad meer”)



Ervaringen detail page

Banner section

Same as before

Detail Flexible blocks

These sections are flexible content blocks used in the different detail pages.

This flexible content section should have the following fields:

Text Block

*part of the **detail flexible blocks**

This block should have the following ACF fields:

- Spacing top (no padding / normal) (true / false)
- Spacing bottom (no padding / normal) (true / false)
- Subtitle (optional)
- Title
- Title H2 / H3 switch (true / false)
- Text content (WYSIWYG)

Dit is een heading type twee

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

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Dit is een heading type drie

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“Dit is een voorbeeld quote van de klant, dit is een voorbeeld quote van de klant”

Voornaam Achternaam, Bedrijf

Dit is een heading type drie

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[← Terug naar overzicht](#)

Delen: [in](#) [f](#) [t](#) [o](#) [e](#)

Quote Block

*part of the **detail flexible blocks**

This block should have the following ACF fields:

- Spacing top (no padding / normal) (true / false)
- Spacing bottom (no padding / normal) (true / false)
- Title
- Description (WYSIWYG)



Social share icons

*part of the **detail flexible blocks**

This block should have the following ACF fields:

- Hide / show (default)
*Adjustable links and icons in the theme settings.



Image with text

*part of the **detail flexible blocks**

(as seen on the blog detail page in the design)

This block should have the following ACF fields:

- Image
- Image description (text)



Blogs page

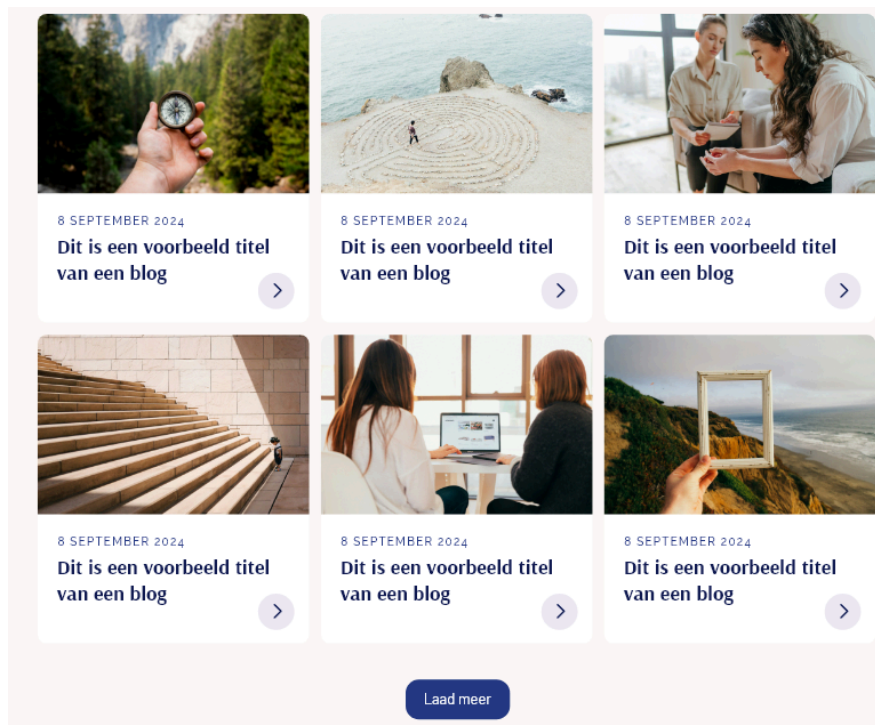
Header section

Same as before

Blog overview

For this element the following custom fields should be available:

- Custom or default (button group)
 - Custom (relationship)
 - *Initially load the first 12 selected items.
 - **The load more button should load 6 more items with AJAX load more.
 - Default
 - *Load all “published” items “Blogs” from the CPT blogs. (Initially load the first 12 blog items).
 - **When clicked, the load more button should load 6 more items with AJAX load more.
- Load more button text (i.e. “laad meer”)



Bedankt page

Thank you / 404 section

*Same design as 404 page. 404 Page

For this element the following custom fields should be available:

- Subtitle
- Title
- Text (WYSIWYG)
- Button (link)

