

Sample CooperAitken Website Plan

Introduction

The purpose of this document is to detail a plan for the website going forward. This will allow the new branding to be incorporated and findings from the marketing plan

Within the plan recommendations include:

- Updating the site with changes, reflecting the marketing plan and at the same time implementing the new branding.
- It is further recommended that the page style is created by Kaz Dezigns rather than Interspeed.
- To discuss functionality options with a online consultant (Web Design)
- Quotes to be obtained from the current web provider for the changes, and a potential new provider (WebString), however WebSpring have now merged with Interspeed.
- Training for 4 people to be able to update the website (one accountant needed for accounting questions and discussions on Face book, twitter).

Objectives for Cooper Aitken Website

- To assist with obtaining new business mainly via referrals
 - Principle target market for the website is the younger generation, new businesses
- To provide useful, relevant and up to date information
- To publish future events – seminars, presentation, workshops
- To be interactive for clients

Functionality

- Clear logical Menu
- Updated by Cooper Aitken easily – change menu, insert pages, delete pages, upload events, newsletters, move things to archive
- Easy navigation – down the left hand side
- When you hover over the menu you see what it includes
- Allow for clients to interact
- Allow for registrations to events
- Allow for referrals to be made
- Allow for appointments to be booked
- Allow for facebook and twitter
- Ability to add client login – need to consider what additional information will be available to them
- Ability to use as a Customer Relationship Management tool – to send email and register for event
- Each page to have at least one link to another page – hand holding the visitor around your site, giving them somewhere to go on each page

Target Market

- Potential new young progressive customers
- Existing customers (2/3rd farmers)
- Professional peers
- Sponsors

Website Design and Copy Principles

- To follow the brand guidelines
- To be clear, shape, professional
- Home page content to be updated regularly, so its remains fresh
- Documentation to written specifically for the website (not just downloading presentations)
- Each page to have a headline – do not have ‘welcome to our website’
- Information to be chunked up – allowing for the quick fact finding and the person wanting further and further information
- Don’t just have click here – use the words to describe it (maximise google)
- Images to be used and optimized
- Copy to be done from an outside view looking in

Suggested menu and links to pages (remember hover on menu to see what else is included)

Home (New)

- General details about Cooper Aitken
- Space for current news and events links / ads (next event, or key date coming up, or link to key document that has been added) a part that is changed regularly
- Ability to click links – Contact Us/Referral/Appointment booking/Submit an enquiry/history
- Ability to click on latest Newsletter (see bullet 2 above)

Link to all pages

News and Events

- Events
- Newsletters (only last 2 quarters)
- Press Releases (only last 3-4)
- Documents – Dairy Stats
- Key dates
- Archive (Old newsletter/PR)

Link to contact us/link to event registration page/about the team

Services

- Details of services – as per product definitions to be developed in marketing plan
- How to understand your financial accounts
- Software help
- Terms and conditions/Terms of Trade

Link to contact us/link to appointment booking/Link to submit and enquiry/Link to referral/link to testimonials/link to pricing

Pricing (NEW)

- Pricing ranges etc to be developed from Marketing Plan
- Tips on how to keep accounting fees down
- Best practice

Link to services/contact us/appointment booking/submit an enquiry/referral

Referrals

- Details of process and thank you gift
- Ability to send details through

Link to contact us /Link to team/link to testimonials/link to appointment booking/submit and enquiry

Partnerships (NEW)

- List sponsorship arrangements and click on these for more details
- List business partners, ability to link to their websites
- List of memberships we belong to – Rob Nixon. NZCA ability to link to their websites

Link to appointment booking/ contact us/referral/submit an enquiry

Team

- As it is, but remove caricatures
- Careers at Cooper Aitken
- Careful, managed photos of us having fun
- History of Cooper Aitken (New copy needed)
- *Link to contact us/link to referral/appointment booking/submit an enquiry*

Contact us

- Links to team/Links to Referral/Appointment booking/submit and enquiry

What our clients say

- Testimonials
- Case studies (new copy)
- Link to referrals/contact us/appointment booking/submit and enquiry

Taxation Facts – Current Rates

Join us on facebook (NEW) – actually on home page

Join us on twitter (NEW) – actually on home page