

WEBSITE QUOTE BRIEF



site:
www.mortimerswines.com.au
* Full web + shop rebuild.

BUSINESS OBJECTIVES

Objective 1.	New Digital Presence
Objective 2.	Build awareness of wine selection + cellar door
Objective 3.	promote Accom.

Other information

* Website usability → can't update
New look + feel.

AUDIENCE

Identify the audience segments you hope to reach below:

Target Audience 1.	Premium Wine lovers.
Target Audience 2.	Visitors to Cellar + Accom

Describe your ideal customer profile...

Wine lover
25-45 male + female
short stays.

Why will they visit your website?

For example, articles, product information, contact details, pricing, case studies, online shopping?

Buy wine
experiences
contact details
Accom info.

WEBSITE QUOTE BRIEF

SOCIAL MEDIA INTEGRATION		
Please tick the social media platforms you currently utilize and would like integrated with your website.		
CHANNEL	INTEGRATE?	URL / INTEGRATION INFORMATION/LOGIN DETAILS
Facebook	Yes	
LinkedIn	-	
YouTube	-	
Google+	-	
Twitter	-	
Instagram	Yes	
Blogger	-	
Mailchimp		don't have any but have suggested

+ tripadvisor.
+ google reviews.

WEBSITE STRUCTURE			
What are the key website pages and what do you envisage your website looking like?			
Please draw what the Home page of your website might look like? * Include smartphone & Tablet			
Home	1	events	8 (calendar? blog feed)
our story	2	news	9 (latest news/newsletters)
our wine	3	china	10
wine club	4	contact	11
visit	5		
stay	6		
experiences	7		

(brackets = whats on the page).
They dont want child pages).

WEBSITE QUOTE BRIEF



CONTENT
<p>What does the business do? <i>Short summary including product/service range, history etc.</i></p>
<p>winery experiences. cellar door accom</p>
<p>Product/Service focus:</p>
<p>as above + our awards.</p>
<p>Who is going to write/rewrite the content? <i>Please note that any content writing is an additional cost.</i></p>
<p>Client * see attached doc.</p>

FUNCTIONALITY				
What do you want people to do when they get to the site?				
Buy from the shop	<input checked="" type="checkbox"/>	Read Blog	<input checked="" type="checkbox"/>	RSS feed
Subscribe for newsletter	<input checked="" type="checkbox"/>	Social Media links	<input checked="" type="checkbox"/>	Contact Form <input checked="" type="checkbox"/>
Call us (Click to call)	<input checked="" type="checkbox"/>	Gallery: image / video	<input checked="" type="checkbox"/>	Instagram Gallery <input checked="" type="checkbox"/>
Login	<input checked="" type="checkbox"/>	Testimonial ribbon	<input checked="" type="checkbox"/>	Logo ribbon <input checked="" type="checkbox"/>
Interactive Map	<input checked="" type="checkbox"/>	Tailored Google Map	<input checked="" type="checkbox"/>	Database <input checked="" type="checkbox"/>
Accommodation Booking	<input type="checkbox"/>	Forums	<input type="checkbox"/>	Calendar <input checked="" type="checkbox"/>
<p>Other</p> <p>↓ Accom to have button/something fancy as booking is @ different url. (Book orange?).</p>				

WEBSITE QUOTE BRIEF

E-COMMERCE – LEAVE BLANK IF NOT NEEDED

How many products and product categories do you have?

4 x categories
Red, white, premium
+ Autumn series } Approx 18 products.

What payment gateway do you want to use?

e.g. PayPal or After Pay

square + paypal.

Who is going to upload the content into your online shop?

Please note that any content upload an additional cost.

US - Ready (old web access to shop content).

What level of Content Management do you require once the website is live?

Please note this will vary if you simply want to update existing content i.e. price changes or the capability to introduce new pages

* Content + images site wide
Add products, promos, discount specials
change prices, details + taste notes.

DESIGN ASSETS

Please indicate which assets you already have.

eg. Logo, style guide, image library high resolution – portrait and landscape. No images from phones, tagline, favicon

Logo + style guide (slight name change).
* All Images supplied however tones + styles designed

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DESIGN IDEAS

List 3-5 websites that you like and why.

WEBSITE	WHY YOU LIKE IT?
Rowtee	clean, colours + tones, less is more
Nashdale Wines	
the lane.com.au	Colour pops
	Big hero Images
	easy navigation

IT

What is your Domain URL? www.mortimerswines.com.au

Do you have a current domain and access to the login details for transfer? No, through

Do you have current Hosting?

Reliable IT orang

Who is your hosting with?

+ has emails attached.

Email hosting: Please list all emails and where they are hosted with if they are linked to your domain and hosting.

SEARCH ENGINE OPTIMISATION (SEO)

Do you currently utilise SEO tools/plugins on your Website? No.

Do you have Page descriptions, meta tags and keywords on each page of your website? No

Do You have Google My Business? Yes

Do you have and use Google Analytics? No

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Is your website and its pages currently indexed with Google Search Console? *No*.

TIMEFRAME (by when?)

Quote ASAP. Website by end of July.

BUDGET (Ballpark figure)

TRAINING

Do you require a website manual? *Yes*

Would you like website training to use your new website? *Yes.*

**Big focus on Amending themselves.*

*I want auto shop +
wine club options
as do everything
manually.*