

Wellness Nutrition Solutions | | Web Page – Spec, Feb '16

Aim :

In general the aim is to rebuild / rejuvenate the website <http://wellnessnutritionsolutions.com.au/>

This is the website of a practising dietitian who runs a solo consulting business in the New Farm / Teneriffe / Newstead / Fortitude Valley area.

Service Scope :

Assistance required to redevelop the website.

This needs to conform, or be largely guided by, the design spec and current functionality requirement, as set out below.

Client interaction would require a kick-off meeting to refine and confirm scope and timing, discuss general style and theme. Then a close-out meeting for presentation.

Timing : guidance is sought regarding this, however it is thought to be a part time project to be completed over ~2 weeks.

Preference is for someone local to the 4005 postcode, and who has worked with Allied Health Practitioners previously.

Service provider will need their own access to stock images / photos. Any such used to be sourced from public domain on a free / unrestricted basis.

Client will provide :

- Plain text for content
- Key Words for Search optimisation
- Graphics for logo, colour scheme etc.

Functionality Requirements - Current

- Consistent, clear design across all pages
- Optimised for search engine discovery
- Mobile friendly
- Open so that the owner can modify content in future.
- Access to contact details from any page

Functionality Requirement - Future

Following are likely to be required in the future – but not now.

- Translation into foreign language
- Payment Portal for either consulting services or product shop
- Internet communication platform; eg. Hosting Web based consulting

Design / Layout :

Current idea is for 10 pages, simple idea as per below

Page Name	Page Content
Home Page	1. Welcome & Value statement (USP) 2. Text outlining; a. Services / Speciality – with hyperlinks to speciality page b. Focus c. Engagement Types 3. Upcoming Events & News 4. Current Blog as column sidebar
About You	1. List of potential user groups, and what types of services they may require
About WNS	2. Bio Detail - Professional 3. Engagement Detail – how we work ; types of programmes, Health Insurance rebates etc.
Speciality Page 1	} Each would be Generally 3 to 4 paragraphs of text, plus list of } bullet points and possibly some links. Would need some } graphics to be added and formatting of text
Speciality Page 2	
Speciality Page 3	
Speciality Page 4	
Contact & Registration	1. Standard contact form facility 2. Also facility so that clients can register for specific events 3. Note address needs to be confirmed
Useful Links	Links to other sites
Blog & Recipes	Shows Current blog, plus index to previous

- Need consistent logo and formatting across all pages
- Need link to contact on all pages