

Implementing a new website

‘Building Digital Capacity’ resources series

 

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| **Resource type:** | **Strategic area:** | **Use it to:** |
| Guidelines + template |  | * Learn about what a new website implementation involves and what to consider
* Plan your new website and use the template to develop a brief for a website agency or developer
 |

*Current as of February 2020*

Contents

|  |  |
| --- | --- |
| **1** | **IMPLEMENTING A NEW WEBSITE: WHAT YOU NEED TO KNOW** |
|  | * Why a (good) website matters
* What’s involved in a new website
* Choosing website technology
 |
| **2** | **PLANNING YOUR WEBSITE: TAKING STOCK OF WHAT YOU HAVE** |
|  | * Website capability questionnaire for your CLC
 |
| **3** | **WEBSITE BRIEF TEMPLATE** |
|  | * How to use the template
* Website brief template
 |

1 - IMPLEMENTING A NEW WEBSITE: WHAT YOU NEED TO KNOW

**Why a (good) website matters**

Having a website seems an obvious must-have for any organisation, and the website is often the first image a member of the public, a client or a funder may have of your CLC. As the digital shopfront of your organisation, your website needs to give a great first impression and reflect the professionalism of your centre. Nowadays, websites also need to work alongside other online engagement channels like social media and email marketing, and having a good website is important not just for your organisation but most of all for your clients. Good, effective websites can be characterised by the following:

* they are easy to find;
* they are accessible and easy to use;
* they are designed with the end-user in mind;
* they have a clean look and feel with well organised, up-to-date content;
* information on the website is easy to find;
* each user can easily find what’s relevant to them and take action;
* they are easy to maintain;
* performance and traffic are easy to monitor;
* they represent the brand well;
* they are visually appealing;
* they work on any device and browser and are designed for mobile.

**What’s involved in a new website**

Whilst modern website technologies offer rapid implementation paths, putting a new website together often involves a lot more effort than expected, particularly with regards to content preparation and website testing. Here is a list of typical activities you should expect as part of a new website implementation. The allocation of responsibilities is a guideline only, and may vary depending on your CLC’s capacity and resources:

|  | CLC | Website developer |
| --- | --- | --- |
| **Website design** | * Provide business requirements and sample conceptual user experience paths
* Provide branding and visual elements (style guide, logo, colour palette, fonts, photos, graphic design elements).
 | * Translate requirements into website design (detailed content architecture, sites maps, user journeys, wireframes, etc), using the relevant style guides and branding elements
* Source additional graphic design elements where required
* Produce website wireframes
* Determine detailed technical requirements, particularly around overall system architecture and integration points and mechanisms with CRM and email Marketing.
 |
| **Website content** | * Carry out current website content audit and data cleansing
* Archive obsolete or old content
* Determine which content should be migrated to new websites
* Develop / update content for new website.
 | * Migrate / upload baseline content.
 |
| **Website development and testing** | * Test and validate new website.
 | * Develop and test the new websites including integration components
* Implement modifications/fixes based on test results.
 |
| **Website go live and support** | * Prepare for new website to go live
* Action transfer of domain name registrar (company managing reservation of your domain name) and/or hosting as required
* Manage ongoing content
* Administer site.
 | * Provide technical documentation and training to internal end-users of the website
* Launch the new website and provide immediate post go-live support
* Archive old websites
* Provide ongoing support and maintenance services.
 |

*Note on website testing:*

* Whilst your website developer should perform technical testing, it’s essential your CLC is involved in user acceptance testing (consider staff members of stakeholders to test it) to ensure the website delivers the online experience you expect. Testing may involve multiple iterations and be done in parallel with development by testing new components as the website developer releases them.
* Formal accessibility testing should be considered and may require additional effort (e.g. testing to ensure people with particular disabilities or vulnerabilities can access your website, vision impairment, hearing impairment, CALD users etc).
* It is also worthwhile considering involving actual end-users where possible in testing the website (e.g. clients or volunteers).

**Choosing website technology**

With the myriad of website platforms available, it can be challenging the select the right technology. Whilst not all websites have to use a Content Management System or CMS (websites can be built just using code), CMS tend to be the default choice for organisations that either don’t have coding skills or don’t want to spend a lot of money ‘building from scratch’ functionalities that are readily available. CMS come with a lot of features such as templates, WYSIWYG (‘what you see is what you get’) content editors, built-in functionalities, and add-ons.

Popular platforms include WordPress, Joomla, Drupal, Wix, SquareSpace, Wrike, Weebly, and many more. In the CLC sector, WordPress tends to be the most frequently used CMS, and is fairly accessible to non-technical users. When looking at website technologies, consider the following:

* is this technology widely used?
* is it easy to get help on it and find resources for ongoing support and maintenance (so you are not dependent on a particular developer)?
* does this technology allow us to easily make changes and updates without the need for technical skills and/or external support?
* does this technology integrate well with other tools and systems?
* are there relevant examples of existing organisations using this technology well?
* is it affordable?
* does it provide a lot out-of-the-box features we need?

Note that whilst you should define your website requirements before you select the technology, it’s good to have the above questions in mind to guide your short-listing of website agencies and developers, as typically they tend to work with one particular technology.

2 - PLANNING YOUR WEBSITE: TAKING STOCK OF WHAT YOU HAVE

Your CLC most likely already has a website, so you are not starting from scratch. The purpose of this section is to help you gather baseline information about your current website, so you can define the business requirements for the new website and articulate the scope of work. This will be useful for the website designer/developer to know in order to put a proposal forward and an accurate quote.

You may find you don’t have the answer to some of the questionnaire items. If that’s the case, simply indicate ‘not known / not sure’. Also, feel free to use additional space to add any complementary information.

If you have more than one website, you should complete a questionnaire for each site you intend to replace. You may also want to consider whether you want to retain all your websites, or if moving to a new site provides you with an opportunity for consolidation.

|  |
| --- |
| **Your CLC** |
| **CLC name:** |  |
| **CLC type:** | [ ]  Specialist CLC[ ]  Generalist CLC |
| **Our purpose:** | *Provide a brief summary of your organisation:* |
| **Key point of contact:** | *Name and contact details of the person who will act as the point of contact for this project (typically someone who is involved with managing/overseeing your current website):* |
| **Current website:** | *Provide website address/hyperlink* |
| **Age of website:** | *Indicate the year your website was implemented, and any major website overhauls that have been done since:*  |
| **Website manager/coordinator:** | *The name(s) of the person(s) within your organisation who is(are) responsible for managing/administering the website including updating content:**How much time (number of estimated hours) does your organisation spend on updating content / managing the website on a monthly basis?* |
| **Your goals:** | *What are the key reasons for changing your website? What are the outcomes you expect from a new website?* |
| **Functionalities sought** | *Check the boxes for the functionalities you require from the list below, and indicate if it’s critical (i.e. you absolutely need this from day 1) or not (i.e. this functionality can be made available at a later stage):* |
| Key functionality/content required | Critical? |
| [ ]  About us (our organisation, people, story, mission, etc.) | [ ]  |
| [ ]  Our services | [ ]  |
| [ ]  Resources / papers | [ ]  |
| [ ]  Campaigns / projects | [ ]  |
| [ ]  News and articles | [ ]  |
| [ ]  Newsletter subscriptions | [ ]  |
| [ ]  Social media integration | [ ]  |
| [ ]  Contact form / online enquiry / get help | [ ]  |
| [ ]  Events registration | [ ]  |
| [ ]  Volunteering information/jobs | [ ]  |
| [ ]  Online volunteer sign-up / expression of interest | [ ]  |
| [ ]  Online donations | [ ]  |
| [ ]  Online membership application | [ ]  |
| [ ]  Member portal | [ ]  |
| [ ]  Other *- please specify*: | [ ]  |
| **Domaine name(s)** |
| **Other domain names:** | *List all domain names you own that redirect to your website:**Is there a different domain name you’d like to use instead of your current one, and have you already secured it?* |
| **Domain name management:** | *Indicate the name of the provider with whom your domain name is registered (e.g. GoDaddy, CrazyDomains, netregistry, etc.):**Do you have login information to manage your domain name? If not, who does (e.g. a third party provider)?* |
| **Domain name renewal date:** | *Indicate the date at which your domain name ownership is due for renewal (if you have a service provider looking after your website, they will often take care of this, and renewals are usually automated):* |
| **Technical infrastructure and hosting** |
| **Content management system (CMS)** | *Indicate which CMS you currently use (e.g. WordPress, Joomla, Drupal, Wix, NationBuilder, etc.):* |
| **Hosting:** | *Indicate where your website is hosted; if it is hosted externally, indicate the name of the provider:**Do you have login information to manage your hosting services? If not, who does (e.g. a third party provider)?* |
| **Support and maintenance:** | *Indicate who provides support and maintenance for your website. This can be an internal resource, a third party service provider or a combination of those. If more than one name/party, specify their area of responsibilities:* |
| **Third party providers:** | *If you are using third party providers for your website, indicate your level of satisfaction with the services received (specify any key problems currently experienced):* |
| **Operating costs:** | *Indicate the annual costs for hosting, support and maintenance of your website:* |
| **Other current web-related assets** |
| **Website performance monitoring** | *Do you currently use Google Analytics (or another website traffic analysis tool)? If you don’t know or don’t have access, ask your service provider if they are able to provide you with performance metrics for your website (especially which pages are often visited vs rarely/never).* |
| **Search engine optimisation (SEO)** | *Do you currently use SEO? If yes, which tools do you use?* |
| **AdWords** | *Do you currently use Google AdWords? If yes, please provide a sample list of AdWords:* |
| **Email marketing** | *Do you currently let your website visitors subscribe to emails via your website (e.g. updates, news, etc.)? If yes, which marketing tool do you use (e.g. Mailchimp, Campaign Monitor, Hubspot, etc.)?* |
| **Social media** | *Do you have social media accounts (e.g. Facebook, Twitter, LinkedIn, Instagram, YouTube, etc.)? If yes, please provide links to each account:*  |
| **Integration with other systems** | *Are there systems (current or future) that the website needs to integrate with (for example a CRM system)? What are the key information that need to flow between the website and those systems?* |
| **Branding** |
| **Branding update:** | *Do you plan to update your branding as part of the new website (i.e. new logo, style guide, colours, fonts, brand visuals, etc.)?*[ ]  Yes, we need a new branding[ ]  No, we’ll be using our existing branding*If you plan to update your branding, what is your timeline for getting this completed?* |
| **Logos, colours and images:** | *If you plan to use your current branding, do you have access to the source files for logos, style guides (colours and fonts) and images/visuals:*[ ]  Yes, for all of them[ ]  Only some of them *(indicate which)*[ ]  No |
| **Content** |
| **Content audit:** | *How many pages do you currently have on your website? How many active vs archived? If you don’t know, ask your web developer/service provider for this information*. |
| **Current content:** | *Do you anticipate you can reuse the content of your current website?*[ ]  Our content is up to date and we’ll be able to use most of it[ ]  Our content is mixed, and we’ll be able to use some of it only[ ]  Our content is outdated, and we’ll need to develop most of the new content[ ]  We don’t know and would need to review our existing content first |

3 - WEBSITE BRIEF TEMPLATE

**How to use this template:**

* Copy pages 13 to 24 of this document and use this template as a website scoping brief for your CLC. Use this template as a starting point, and add and modify it as you see fit for your organisation, including formatting, header/footer, contents page, etc.
* All text in brackets [ ] needs to be replaced. Other text should be reviewed and amended as needed.
* All text in blue preceded by a star ‘⌦ text’ represents instructions to use the template and should be removed as you work through the sections.
* Use the information gathered in the questionnaire in the previous section as input for the website brief and add the questionnaire in the Appendix as background information.
* You can use this brief to document your website requirements and communicate to a website agency what you need.
* It is recommended to obtain quotes/proposals for at least 2 to 3 vendors so you can compare different offerings and pricing and select the solution and service provider that will best fit your needs.

**Website Brief Template:**

Contents

[1 Purpose 14](#_Toc30409462)

[2 Context 14](#_Toc30409463)

[3 Website objectives 14](#_Toc30409464)

[4 Website Audience 15](#_Toc30409465)

[4.1 Audience groups 15](#_Toc30409466)

[4.2 Sample user personas/scenarios 16](#_Toc30409467)

[5 Website requirements 17](#_Toc30409468)

[5.1 Framework 17](#_Toc30409469)

[5.2 Identity & usability layer 18](#_Toc30409470)

[5.3 Content layer 20](#_Toc30409471)

[5.4 Action layer 21](#_Toc30409472)

[5.5 Technical layer 23](#_Toc30409473)

[6 Website Implementation Approach 23](#_Toc30409474)

[6.1 Project approach and timeframe 23](#_Toc30409475)

[6.2 Key constraints & dependencies 24](#_Toc30409476)

[7 Appendix 24](#_Toc30409477)

# Purpose

The purpose of this document is to describe the baseline scope for [CLC Name]’s new website. This document provides the context within which the website needs to be set up, the user and engagement experience sought from the website, and the functional and technical requirements it must meet.

# Context

*⌦ Use this section to provide a brief overview of your organisation and the context within which the new website is being considered, and what your current ‘website state’ looks like. For example: does the new website follows a recent strategic planning exercise? Do you experience significant issues with the current website that means it is no longer viable? Is this a project that has been planned for a while and you now have capacity to progress it?*

# Website objectives

*⌦ Use this section to describe the core objectives of your new website. This will vary from centre to centre, and it is important you identify upfront what the new website is for and the outcomes you expect from it. The content provided in this section should be used as a baseline and modified to your CLC’s needs. Included are some examples of website objectives you can use as a baseline, reword, change, and add to. When you think about what your website is for, it can be helpful to think also about what it’s not (e.g. it’s not a portal for clients to access their case information, it’s not a CRM, etc.).*

The website will be a critical channel for our CLC to engage with our stakeholders, and to promote our services. The website needs to reflect our organisation’s clients, service offerings, and identity, and the website aims to fulfil the following objectives:

|  |  |
| --- | --- |
| **1** | Provide a digital shopfront for our CLC to engage with our stakeholders including clients, supporters, other services providers, government, community members, media agencies, and the general public. |
| **2** | Provide an online presence and a channel that effectively promotes our CLC’s purpose and services, and positively reflects on our clients’ community. |
| **3** | Improve our client reach and the ability for our clients to easily find us and engage with us online. |
| **4** | Provide a safe, user-friendly, culturally respectful, and accessible online space for people to seek, find and obtain information and assistance with their legal problems. |
| **5** | Improve our brand recognition and image, and help demonstrate our CLC’s achievements and impact. |
| **6** | Provide secure and reliable online data collection mechanisms and integrate data with our CLC technology ecosystem (social media channels, digital marketing tool, CRM). |
| **7** | Provide an effective, secure and sustainable technical platform that has the flexibility to grow and evolve with the centre. |
| **8** | Reduce our costs of operations for the website and reliance on external parties for website content management. |

# Website Audience

*⌦ The most important question alongside ‘what is the website for?’ is ‘who is the website for?’. Use this section to describe your target audience groups and what you expect them to use your CLC website for.*

## Audience groups

The table below describes the targeted audience groups and their expected usage of the website.

*⌦ The content is this table should be reviewed and amended as you see fit for your website. Primary audience groups are your key targets, the people for whom the website is the most important vs secondary audience groups. The list shown here is not exhaustive, and you may decide your CLC has different primary/secondary target groups.*

| **Audience group** | **Targeted website usage** |
| --- | --- |
| **Primary audience groups** |
| Clients | * Search and find information about the CLC and its services (including the areas of law covered, office and outreach locations and contact details).
* Search and find information about legal issues.
* Browse and download resources.
* Use the website as an interaction channel to request information or assistance.
* Find the right service provider / referral.
* *[other/s]*
 |
| **Secondary audience groups** |
| Other community legal centres / community support service providers | * Search and find information about the CLC and its services (including the areas of law covered, office and outreach locations and contact details).
* Search and find information about legal issues.
* Browse and download resources.
* Use the website as an interaction channel to request information.
* Find the right service provider / referral.
* Access training content.
* Access official information (e.g. CLC structure and governance, annual reports, submissions, policies) and quotable content and references.
* Make a donation to the organisation.
* Participate in an event / community legal education.
* Join the organisation (as a staff member / volunteer / member).
* Support a campaign / law reform activity.
* Subscribe to e-news.
* Login to the website (as a staff member / volunteer / member).
* *[other/s]*
 |
| Other legal service providers and legal practitioners |
| Government organisations  |
| Research and policy groups |
| Media |
| Donors / funders |
| Members / supporters |
| General public |
| *[Other]* |

Note that in addition to external audience groups, [CLC Name] staff will be key users of the website for content management and website administration.

## Sample user personas/scenarios

*⌦ User personas/scenarios are very useful in illustrating the type of experience you are seeking for your website visitors. If you can, you should include some as part of this brief (it’s not a must-have, but it will help you and your designer understand what you want to get out of the website). You can express personas/scenarios as stories either in narrative form or diagrams. For the purpose of a website brief, you don’t need to cover every single persona or scenario you can think of as this will be part of the process you will go through with the website designer. Here, the goal is to illustrate 3 to 5 personas, especially those representing your primary audience groups. User personas/scenarios typically include:*

* *a socio demographic profile of the end-user (e.g. gender, age group, location, ethnicity, etc);*
* *their behaviours and traits;*
* *their goals and expectations when visiting the website;*
* *the types of action they would take when visiting the website;*
* *what happens after their website visit;*
* *the challenges they may have (e.g. access, literacy, safety).*

*Examples of personas for a CLC might include the following:*

* *an individual experiencing personal problems and seeking legal information;*
* *an individual who has been referred or heard of the CLC as a potential source of help;*
* *a journalist looking for quotable content for a paper of access to justice;*
* *a law student looking for volunteering opportunities;*
* *a potential funder/grant-maker wanting to understand more about the organisation.*

The scenarios in this section provide examples of the type of website users and their journeys. These scenarios are not exhaustive and are provided to illustrate the types of experience the site will create for people accessing it.

The development of the website will need to leverage user-centred design approaches to ensure high usability of the website for the different audience groups, taking into account socio-demographics considerations as well as digital access and literacy. User personas and scenarios should be further developed as part of the design process.

[PLACEHOLDER FOR YOUR CLC’s SAMPLE USER PERSONAS/SCENARIOS].

# Website requirements

## Framework

*⌦ The framework provided here is a starting point and the requirements are not meant to be exhaustive or applicable to every CLC. Use this as a baseline/checklist to define your requirements: you can use the ‘current website capability questionnaire’ information as an input.*

The requirements for the website are broken down into four layers that represent the various elements of the website from visual identity to underlying technical needs. This framework provides a baseline for identifying detailed business requirements and user stories for the website and may be further developed as part of the website design process.



## Identity & usability layer

This layer addresses all the elements that represent the brand and overall user experience sought:

|  |
| --- |
| **Branding and identity** |
| **Domain names** | *⌦ Indicate all the domain names that need to be used, i.e. main domain name and additional domain names (names variations) to redirect to the main website.** Domain names will need to reflect the brand name of our CLC and also be easy to find and remember for website users. Search Engine Optimisation (SEO) features should support high ranking in web searches and results in Google.
 |
| **Brand identity** | *⌦ Indicate whether you have already logo, brand guidelines and other graphic design assets (illustrations, photos and other visual elements) or if these will need to be developed as part of the new website.**Add any notes around cultural sensitivity / values to be reflected in the use of website imagery.**Specify any relevant alliance / membership / network (e.g. CLCQ, CLCA) or accreditation (e.g. registered training organisation) that should be displayed on the website.*  |
| **Look and feel** |
| **User experience** | * The website will need to showcase a clear, intuitive design with simple navigation paths that enable users to easily find what they’re looking for.
* The website will promote and prompt action taking and make it easy for a user to complete those actions. User-centred design principles should be applied to develop tailored user pathways.

*⌦ This is a good place to include links to any website you would like to emulate.* |
| **Aesthetics** | * The website will need to offer a modern, crisp, simple look with high quality content and images, in accordance with the brand guidelines.

*⌦ Include links to websites you would like to emulate.* |
| **Usability** |
| **Accessibility** | *⌦ This section includes standard accessibility requirements: review and add any other requirements that apply to your CLC and to your client group/s.** The website will be made accessible to people with disabilities and impairments. The website will align with Web Content Accessibility Guidelines (WCAG) standards and provide accessibility features such as:
* font size toggle;
* high contrast mode;
* readability by screen readers / text to audio features;
* keyboard friendly website (alternative to using the mouse).
* Users should have an easy way to use alternative means of communications to the website, with contact options visible and easily accessible.
 |
| **Access** | *⌦ This section includes standard access requirements: review and add any other requirements that apply to your CLC and to your client group/s.** The website will need to cater for both mobile and desktop users. The website should be designed for mobile and work seamlessly with:
* common screen sizes;
* mobile devices such as smart phones and tablets;
* standard internet browsers.
* To facilitate frequent access to the website, the website should provide:
* an easy way to create a shortcut on user device;
* a mobile device home screen icon for the website.
 |
| **Data collection** | *⌦ This section includes standard data collection requirements: review and add any other requirements that apply to your CLC and to your client group/s.** The website will promote easy collection of data through smart online forms including:
* autofill features;
* keyboard friendly navigation;
* clear labels and form display;
* minimal number of clicks and screen changes;
* responsible forms that are easy to use on mobile devices;
* clear privacy policy, and options to opt-in or out of communications and usage of personal data.
 |
| **Languages** | *⌦ This section includes standard language requirements: review and add any other requirements that apply to your CLC and to your client group/s. If you need your website to display content in multiple languages, this should be specified here.** The website may provide content in other languages than English in the form of downloadable resources.
 |

## Content layer

This layer is about the content of the website and the information to be published and managed.

|  |  |
| --- | --- |
| **Content architecture and navigation** | *⌦ This section includes standard requirements: review and add any other requirements that apply to your CLC.** The content architecture will be kept as simple as possible with a limited number of page hierarchy levels.
* The website will include sites header and footer, menus, and site map to facilitate access to specific areas of the website.
* The website will provide clear content navigation paths for users to find what they’re looking for and to easily go back to previous pages or content.
* The website will have the ability to activate or deactivate specific content pages (e.g. to social media, email, print, download), comment or like.
 |
| **Content search & find** | *⌦ This section includes standard requirements: review and add any other requirements that apply to your CLC.** The website will provide a strong search functionality and content should be searchable: searchability should be supported by usage of key words, tags, meta data, etc.
* Search features will be complemented by FAQs.
* Features like online chats and bots may be explored to facilitate access to content, although this is likely to come at a later stage given the resources required to operate those.
 |
| **Content types**  | *⌦ This section includes standard requirements: review and add any other requirements that apply to your CLC.** The website will feature different type of content including:
	+ About us;
	+ Social media feeds;
	+ News and media centre;
	+ Legal resources;
	+ Service providers resources.
* Content will be designed to use language and terminology that is easily understood by website users and reflects their cultural identity.
* Content will be simplified to enable quick access and understanding by website users with fact sheets, quick guides and one-pagers.
* The website will support multiple content types including documents, PDF files, images and multi-media files (audio, video).
* A central media library will be available as part of website content administration and provide version control features.
 |

## Action layer

*⌦ This section includes standard requirements: review and add any other requirements that apply to your CLC. Additional requirements may include ability for websites visitors to login to the website or create/manage a profile.*

This layer is about the actions a website visitor can undertake online. The website will be a mission-critical tool for [CLC Name] to actively engage with its audiences, in particular job seekers and participants. Hence, the website should provide solid functionality for online data collection and action taking. It is imperative to make these actions as simple and user-friendly as possible with a minimal number of clicks.

The table below provides an initial list of actions that are expected to be performed by a website visitor:

| Online action | Requirements |
| --- | --- |
| **Search for information** | * Website users will be able to search and find information, and are able to perform searches by topics, categories, keywords and tags, etc.
 |
| **Browse / download resources** | * Website users will be able to download electronic versions of resources to a device/reader of their choice.
 |
| **View/share news and social media feeds** | * Website users will be able to view directly on the website news and latest social media activities and share those with their social networks.
 |
| **Contact us/ general enquiry** | * Website users will be able to fill in a simple general enquiry form, with the CLC team automatically notified via email of the enquiry.
 |
| **Subscribe to e-news** | * Users will be able to subscribe to email communications, and when applicable, choose to subscribe to specific content categories/topics. Subscriptions management will need to be integrated with the CRM and the email marketing tool.
 |
| **Find information about a legal issue** | * Website users will be able to easily search and find information relevant to their specific legal issue.
 |
| **Find the right service provider** | * Website users will be able to easily ascertain if the CLC can help them, and/or other possible providers/referrals.
 |
| **Request assistance** | * Participants should be able to contact the CLC / request assistance in multiple ways including:
	+ Phone call
	+ Request for call back
	+ Emails
	+ Online request for assistance form
	+ Appointment scheduling
 |
| **Access/download resources** | * Participants will be able to access, view and/or download resources specific to clients such as factsheets, videos, quick guides, etc.
 |
| **Register for an event/CLE** | * Website users will be able to easily find and view upcoming community events run by the CLC and register for them.
* Depending on the solution elected to manage events and online registration, the website will need to either link or integrate with that solution.
 |
| **Donate** | * Website users will be able to easily make a donation online, potentially to a specific campaign or project, and their donation securely processed.
* Online donations will be integrated with the CRM.
 |
| **Support a campaign** | * Website users will be able to support online advocacy campaigns (e.g. sign a petition, email your MP).
 |
| **Volunteer with us** | * Website users will be able to access volunteering opportunities and register their interest in volunteering for the CLC.
 |
| **Join as a member** | * Website users will be able to join as a member. Access member-only resources and pay/renew membership online.
 |
| **Login to the website** | * Website users will be to create a profile and login to the website to manage their information and access resources.
 |

## Technical layer

*⌦ This section includes standard requirements: review and add any other requirements that apply to your CLC.*

This layer is about the underlying technical platform for the website. The website will be supported by a number of technical elements and features.

|  |  |
| --- | --- |
| **Hosting, support and maintenance** | * Local hosting (data to be held only in Australia).
* Scheduled site back-ups and restores.
* Managed technical updates (version upgrades, security updates).
* Domain name management.
* Site availability and performance monitoring.
* Site security (firewall, traffic filters, secure logins, etc.).
 |
| **Site administration** **and content management** | * Set-up and management of user roles (such as site administrator, author, contributor, member, etc.) and associated privileges and access.
* In terms of content management, it will be essential for staff to be able to easily update content on the website (create and amend pages, modify menus and site map, create and upload content, archive pages, manage content versions, manage central media library, etc.).
* Training will be required for staff on the website Content Management System and associated tools like the Google Search Console.
 |
| **Integration** | * Social media (activity feeds).
* email Marketing (for subscribes).
* CRM for online actions (subscribes, events registration, donations, etc).
* Other…
 |
| **Search Engine Optimisation** | * Set up of Google Analytics and sites performance monitoring.
* SEO plug-ins/features.
* Google search console (voice search, snippets, search results features, etc.).
 |

# Website Implementation Approach

## Project approach and timeframe

*⌦ Use this section to provide information on the project approach and the timeframe. This would include:*

* *website project stages, for example the functionalities required could be phased with the critical components in stage 1, and other non-critical functionalities later;*
* *the targeted timeframe for website project start and go live dates;*
* *dependencies on other CLC projects, events and activities;*
* *any specific consideration for designing the website (e.g. involvement of end users, reliance on volunteers, recruitment of new staff, etc.).*

## Key constraints & dependencies

*⌦ Use this section to include any known constraints or dependencies that may impact the new website implementation (e.g. concurrent project, key organisation milestone, major event planned, etc.).*

# Appendix

⌦ Use this section to include your questionnaire as background information, together with any additional information that may be helpful to a website designer/developer.