



Dickenson, Peatman & Fogarty Refined Scope For Wordpress Project

The purpose of this document is to define the decisions made on the functionality and structure of the new website during the analysis portion of the project. Having all these decisions documented will help better identify any further changes to the overall scope of the project that could be considered additional work. Both Tenrec and the client will sign off on this document. A running Additional document will also be attached as an addendum, but it will be updated throughout the project with any items considered out of the original and revised scope of work.

Marketing Plan & Target Demographics

DPF is primarily focused on serving the North Bay wine industry but provides a variety of legal services to businesses and individuals outside of this industry and region. The firm is not looking to grow any particular practice area but is looking to market the firm more effectively and to be more successful in general terms.

Two challenges that the firm faces are communicating the breadth of its services to the wine industry (as well as the alcohol and beverage industry) and how to strike the right balance between being a wine industry firm and one that does land use, IP, estate planning and other legal work.

DPF would also like to grow Alcohol Beverage practice area. It's a small group, but would like more of that business.

Measurement

DPF would like to make a push for to move marketing materials to an electronic format. The firm is not currently measuring success or online presence, but would like to.

Design

Tenrec will create a custom design for DPF but will integrate that design into an existing WordPress theme. Tenrec will modify that theme as needed to meet the design requirements. Tenrec will build the site to be 'responsive' meaning it will scale to fit the visitor's screen.

Content Creation/Migration

Tenrec will import all the existing content as it currently is on the website, and DPF will edit the content up to launch. Tenrec will need DPF to verify that all the content is placed correctly once the migration is complete. Tenrec recommends only going back 2 years for older content.

Representative Matters will exist in the same way as on the current site (on bios, practices, and on its own page)

Blog

Tenrec will also move the existing blog over to Wordpress. Tenrec will need to create blogs templates to do this and will use 301 redirects for the old URLs.

The Google News Feed on Blog can be removed on the new site.

DPF would like to retain the Subscribe by Email feature with Feedburner on the blog

There will sometimes be more than author on a blog post so there is a need to list more than one on posts. A guest author link should go to the attorney's bio on the site. There should be recent blog posts added to attorney's bio pages.

Attorneys can receive notifications to moderate comments, but they shouldn't be able to moderate those comments

SEO

Search engine optimization is a key priority for DPF. Tenrec will install and provide training for the plugin SEO by Yoast. Tenrec will also provide details on best practices for SEO, alt tags for image, metatags, plain English URLs, XML sitemap, plain HTML sitemap, and recommended keywords.

Photography

DPF has selected a photographer for bio images and will produce new headshots and other photography for the site. Tenrec will provide the photographer with art direction (assistance) and size specifications. Photographer will crop and manipulate photographs as required for integration to the website.

CMS Functionality

DPF would like the new site to be able to set the sort order of items in lists, e.g. to be able to customize the display order of related items on specific pages.

DPF also would like links from industry group pages that open specific tabs or sections of an attorney's bio.

The new site will not contain any functionality for integrating with other systems or software or video/multimedia files.

The new site will contain functionality for searching the site, relating pages to one another and displaying those relationships, a Contact form, displaying expandable bios (or sections of bios) to mitigate long attorney bios, possibly using tabs.

The new site will use a search based on relevance and will list out all results in a single list instead of separating results into tabbed topics/sections

Social Media

The new site will include Social media links and sharing and RSS feeds, for the blog posts. DPF would like to have attorneys on LinkedIn and will work on this internally

Target Devices

The target browsers for testing will be IE 10/9, most recent of Chrome, Firefox, and Safari (at the onset of development). The target mobile devices for testing will be the most recent Android, and iOS browsers (at the onset of development).

Proposal Generator

The new site will not include functionality for generating proposals (exporting website content to a word document)

Experience Database

The new site will not include functionality managing experience data (beyond the publishing of representative matters)

Ditto/MS Word Integration

The new site will not include functionality for Ditto/MS Word Integration.

Email Integration

The new site will not include functionality for creating or sending HTML formatted email campaigns

User Registration

The DPF marketing team adds blog posts on behalf of attorneys; the new site will need to create guest author functionality.

The new site will not have a link for Clients to use to log in to an extranet or private site. The new site may have a link for employees to use for accessing internal resources.

Microsites

The new site will not include microsites or alternative language sites.

Tabs and Bios

There will be tabs for bio pages on the new site. Upon page load the attorney's info within the sidebar should be hidden within accordions to prevent the need for scrolling. Bios should be more people focused, less cluttered, more focused on the attorneys.

We will use high contrast colors to represent tabs to show which are active or not active. If a tab isn't used on a page within the new site it should be hidden and only tabs with content will be visible.

Tabs will always have the same names throughout the site, depending on content type

Case Studies/Experience Items

There will be Case Studies on the site within the Representative Matters section.

Experience items and Case Studies will be relatable to Attorneys and Practice Areas.

There will be titles for experience items and they will be presented in a way that the titles will stand out from the body text. There will also be images associated with Experience Items. The experience items will be brief.

Contact Page

There is no need for separate office pages, but the new site should add a map and directions for each office to the Contact page, and use accordions to hide this info upon page load.

There will just be a general email address with a mailto: link added instead of using a form.