

resource

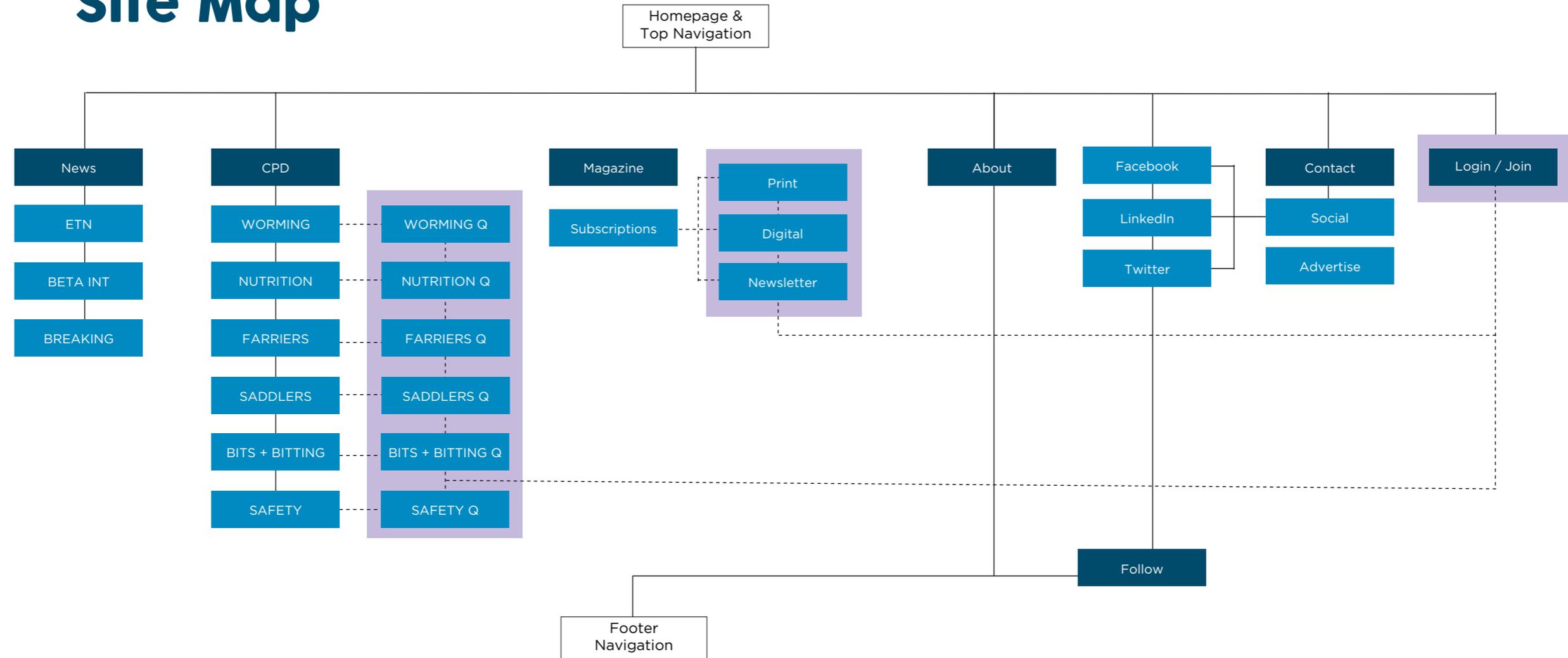
ETN Website creation

Objectives

- Ensure the new website is clear, user friendly and intuitive
- Look and feel to take inspiration from new magazine design
- Cut down on noise and un-needed elements
- Provide subscriber only areas of the website
- Encourage social media interaction
- Be easily updatable by the ETN team
- Provide an outlet for ETN news articles
- Automate CPD form completion workflow



Site Map



Strategic Direction

- Focus on showcasing breaking news and recent news articles
- Advertisement areas needed to sell content
- Encourage subscription from CPD area
- Data capture from newsletter subscription
- Interactive social media channels
- The site should position ETN as an industry leader



Design

- Design should follow the agreed magazine layout
- ETN to advise on form content on CPD entries
- Design to be conducted in real-time on a developer web server viewable and directed by ETN
- Image assets to be supplied by ETN and supplemented by resource stock photography (Shutterstock)
- Incorporate client editable pop-ups
- Make breaking news a homepage feature



Front-End functionality

- Responsive header, footer and navigational menu
- Flexible CMS content blocks
- News stories feed on drop down
- Cross browser compatability
- ETN specified pop-up banners



Functionality

- Wordpress CMS platform and theme installation and configuration including all included plugins and fonts
- Standard Wordpress search function
- Contact form integration which sends data to nominated email address
- CPD contact forms integrated to aid work flow with Beth at ETN, completed form results to be emailed.
- Cookie compliance pop-up and privacy policy (from supplied copy)
- Google analytics - account to be set-up/supplied by ETN



CMS

The CMS will be built on the Wordpress platform providing an easy manageable work area for ETN to customise.

This will include editable areas for magazine news articles and content which can be updated easily by ETN.

Tutorial of CMS functionality will be given to ETN upon completion.



Content

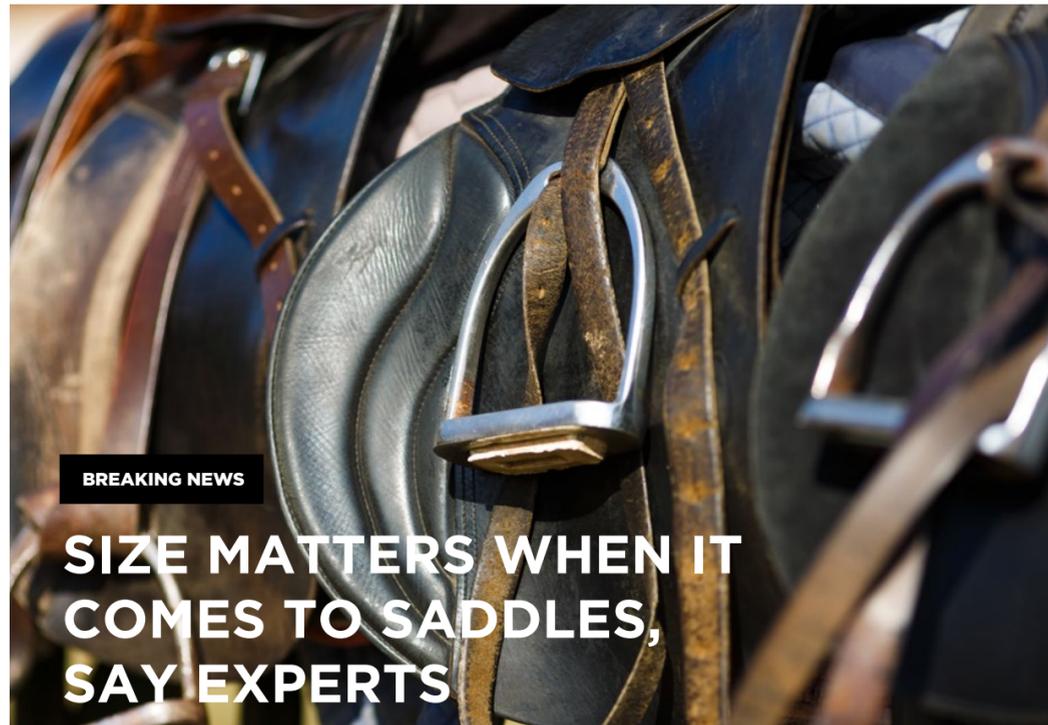
On our understanding ETN are to supply text and imagery for resource to input into all pages on the site:

- Homepage to pull from news articles created and maintained by ETN
- About us page
- Contact us page and details
- CPD Questions and correct answers
- News articles to be written and easily updatable and maintainable by ETN

Our understanding is that there is an archive of news stories to be retained. Perhaps through the retention of a legacy site as this is not currently managed using a CMS and direct transfer may not be possible.



BREAKING NEWS SIZE MATTERS WHEN IT COMES TO SADDLES, SAY EXPERTS



BETA INTERNATIONAL

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15,026 Fans

LIKE



1,459 Followers

FOLLOW



Home > Fashion > New look 2018 > Designer fashion show kicks off Variety Week

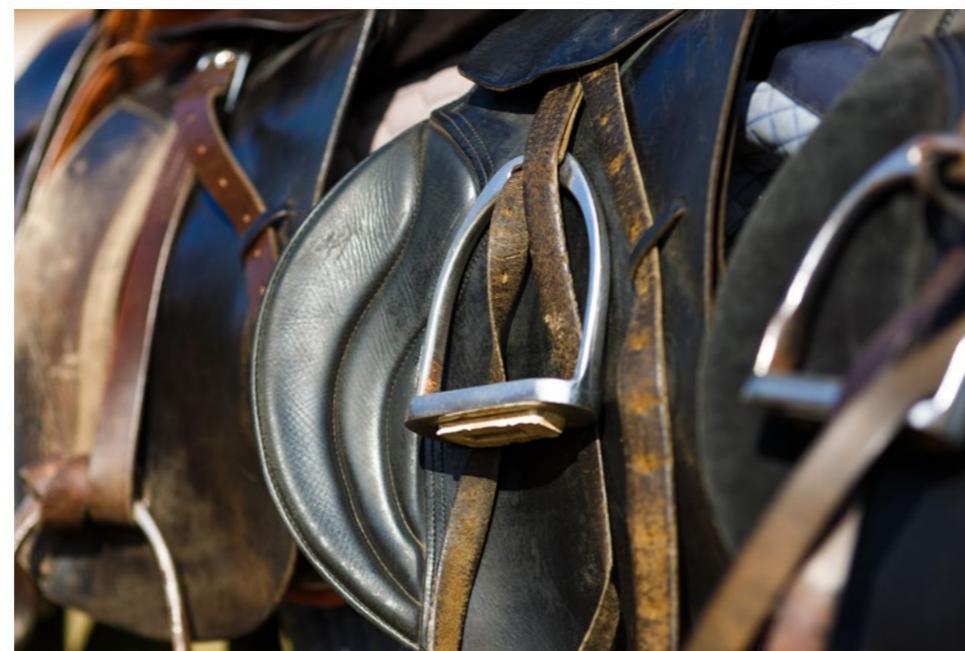
Fashion New look 2018

SIZE MATTERS WHEN IT COMES TO SADDLES, SAY EXPERTS

By Matt Cloey - Apr 10, 2017

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Facebook Twitter



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LOW SUGAR, LOW STARCH, CEREAL FREE
Suitable for horses & ponies prone to gastric ulcers

- Strong regional manager network to support in-store promotions.
- Promotional point of sale material including giveaways.
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MUST READ





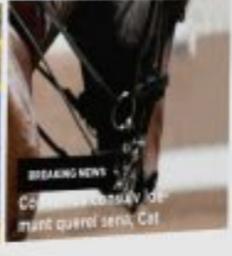
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- News v
- CPD v
- Magazine v
- About v
- Contact v

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