

Website Specification

Overview of Requirement

The current RFS website www.rfsales.com.au is extremely out of date. In order to bring enough information to our customers, prospects and casual browsers to encourage them to make contact with RFS in relation to our products and services.

The site must be clear, unambiguous and easy to navigate. Content needs to be updated regularly and include rich content such as banner ads, graphics and animation.

Entry to the website should also be the home page and carry dynamic information and allow navigation to all areas of the site. There should be as few levels of navigation as possible and a “breadcrumbs” line on each page will identify your location inside the site.

Search Engine Optimisation

Search engine optimisation is a must in our site. We will supply a list of key words and phrases whilst highlighting the most important. Such as:

<META CONTENT="Russell Fraser, Russell Fraser Sales, NDT sales, NDT New Zealand, NDT Australia, NDT, NDT Equipment, equipment, testing, Ultra-violet, UV, ultraviolet, spectroline, spectronics, eddyliner, MPI, magnetic particle, cygnus, phoenix, proceq, equotip, probe, thickness, ultrasonic, X-ray, steel, hardness, gauge, radiographic, Eddy current, metal identification, Gamma, coating, scanning, lorad, Phased Array, tester, TOFD, harfang, microset, replicating, replicating compound, leak detection, instruments, sonatest, spectroline, infrared, thermography, infrared thermography, IR, camera, mobir, mobir M4, M4, thermal imaging, temperature measurement"

We want a searcher to have our address available on the first page if searching Australia as our rank in our industry and the number of other players should easily allow this. We will specify a small number of competitors that we would like to be ranked above.

Hosting

Our current hosting is via free webspace on our ISP. We need to secure dedicated hosting space to avoid the look and feel of a home website (URL should resolve directly). We currently have web redirect via OzHosting.

List of Pages

Home

Have a look at the Toyota page <http://www.toyota.com.au> for what I am thinking. Shopfront style webpage giving all 1st level subpages. Main graphic could be one of 4 or 5 that automatically cycles on entry (not animated) using our products as a base (Sean to provide). There should be room for a couple of news items and one or 2 advertisements/specials. A site-search facility should be in place as well as “Privacy” and “Terms of Business” links at the bottom.

Would be good if there was a subscribe to our newsletter spot (e-mail only) like this. We may have one or more categories (don't know yet) managed by auto opt in/out.



Free Newsletters

Beauty

Health

Diet & Fitness

enter your email

[more newsletters](#)

Products

We can separate our products into main/sub categories. They are:

- Magnetic Particle Inspection
 - Cracktest
 - Dubl-Chek
 - Spectroline
 - Magnets (permanent/electro)
 - Accessories
- Infra-Red Thermography
- Ultrasonic Testing
 - Cygnus
 - Phoenix IXL
 - Sonotech Couplants
- X-Ray
 - Wilnos
 - X-Rite
 - Roffey
 - Graetz
 - X-Ray Accessories
- Eddy Current
 - ibg
- Ultraviolet
 - Spectronics UV Lights
 - Spectronics Light Meters
- Hardness Testing
 - Rex
 - Wilson-Wolpert
 - Webster
 - Proceq
- Forensic Inspections
 - Isomark
 - Spectronics

Technical Data

Is where we keep non-product specific tech-notes, Materials Safety Data Sheets (MSDS), industry specific information. If it is easier we can treat this as a database so we can easily update the data without having to go to the ftp folder.

Contact Us

Regular run-of-the-mill contact details. Can point to feedback form and newsletter subscribe.

About RFSales

Blah Blah

Sitemap

Self Explanatory

Overall Style

The ease of navigation is key. An active area size of 800 pixels wide and 600 pixels deep. This will minimise any scrolling required. It can go deeper than 600 deep if required. The idea of a spacious layout with well organised objects in light colours (pref white background).

Data Required

- 1 Product photos (deep etched) in 2 folders thumbnails and full size – named using the part number (Sean)
- 2 Table of products showing. (Sean/Russ)
 - 2.1 Part Number
 - 2.2 Short Description
 - 2.3 Long Description
 - 2.4 Image Available (Yes/No)
- 3 Editorial and tech notes (Russ)
- 4 MSDS (John)
- 5 Manuals (John)
- 6 Advertisements/offers (Sean)