

Digital Marketing Framework 2.0
Build Requirements Document (BRD) 1.0
MaxFit Movement Institute Inc.



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1. Executive Summary

1.1. Executive summary and project objectives

MaxFit Movement Institute Inc. requires a redesign of their website at <http://www.maxfitmovement.ca>. The new website will serve Port Moody and the Vancouver Area, with a clinic located in Port Moody, BC.

The current website requires a design update, and reorganization to better display services, and advertise programs. MaxFit Movement Institute will be investing in new EMR (electronic medical record) Software, and will need to take appointments from the new website. These appointments should update within the selected Software (eventually).

Business Objectives:

- Deliver an updated, well designed and professional website that is easy to navigate
- Increase Leads, and provide easy and intuitive appointment booking mechanisms to users
- Deliver a website that can be managed in-house

The Client has confirmed that project scope must respect a total budget of \$9,000 CAD including taxes and external services, licenses, and copyrights. The desired launch date is **fall 2015**.

The Partner should present cost options based on the scope outlined in the BRD, **as well as proposed launch date**.

1.2. Purpose of Build Requirements Document 1.0 (BRD)

The purpose of the Build Requirements Document 1.0 (BRD) is to outline the Client's website strategy and marketing needs, including features and functional requirements, website development, security, testing, and documentation guidelines. Listed website requirements (scope) are applied in detail to allow a web development firm to bid accurately on developing and delivering the project on time and budget.

Any web or mobile deliverable deployed by the Partner (winning bidder) that does not meet the agreed upon requirements specified in this document must be corrected by the Partner at no cost to the Client or BDC. All platform or plug-in recommendations made herein are suggested to meet the needs of the requirements. All final web tools are the responsibility of the Partner.

1.3. Description of Participants

1.3.1. Client

BDC client that approves final deliverables.

1.3.2. Partner

BDC Preferred Partner or client selected external web development firm (winning bidder) that will develop, deploy and test the new client website and/or mobile deliverable(s).

1.3.3. BDC Lead Consultant

BDC Internet Services Consultant who has developed the Digital Marketing Strategy (DMS) and Build Requirement Document (BRD).

1.4. Partner Selection Process

BDC will work with the Client to identify and review RFQ (Request For Quote) participants and estimates for this project. RFQ participants should include an overview of their digital marketing capabilities, their

prior experience with similar projects, and references (optional).

2. Client

2.1. General Client Information

MaxFit Movement Institute Inc. opened in 2007 with 1 location in Port Moody, BC. The clinic offers a wide range of integrated services and programs for many different health, and movement issues. From Athletic, to Work and Accident related injuries, as well as nutrition, diet, and exercise needs, MaxFit Movement Institute Inc.'s many dedicated professionals provide unique, custom approaches to improve health and enhance performance.

Currently, there is a business need to advertise a wider variety of services and programs, moving away from the "Movement" focus. New program categories will be added to the new website (E.g. Paediatric Care, Post Surgery, Anti-Aging, etc.).

Unique Selling Proposition:

- Offers complete Programs and High-end Health Care
- Offers specialty care and equipment – attentive, not rushed
- Complimentary to conventional health care (Musculoskeletal Medicine a primary focus)
- The most unique integrated health care clinic in the area

Potential Value Proposition Statement:

"There is no "one size fits all" at MaxFit Movement. We identify any less-than-ideal state of health, and use a holistic, integrated approach to help your body perform at its best."

2.2. Target Market

2.2.1. General

MaxFit Movement Institute Inc. serves patients from any age range, with many different health complaints. Having previously focused on movement related issues; the Clinic actually offers a number of different programs and services to help their patients feel the best they can feel. Their primary client lives within a 5-10 KM radius of the Clinic, and is typically mid-high income earners (80% client base).

2.2.2. Target Personas

In a website project or digital strategy, a persona is a fictional character that will be used to consolidate and define a target group of customer segments.

Personas are used to define:

- Demographics
- Behaviours on digital platforms (website and mobile)
- Needs and Obstacles

By putting a face on a target customer the Partner will better understand MaxFit Movement Institute Inc.'s digital asset requirements that meet customer expectations in terms of user experience, ergonomics and navigation.

2.2.2.1. Persona 1 – The Professional “Lisa”



Age / Gender	Early 20's to Early 60's, male/female
Location	Port Moody, BC/ Vancouver Area
User behaviours	<p>Lisa's career may be within an office environment, or outdoors. Lisa may suffer from work-related injuries. She may have coverage and looks for services and programs as alternatives or compliments to her medical treatments.</p> <p>Lisa also prioritizes nutrition and health. She is focused on her weight and overall wellness, and wants to maintain, or grow into a healthy lifestyle. She has money to invest in a support system, or services that aid her in her lifestyle goals. She is not afraid to try non-traditional alternatives.</p> <p>Lisa needs: Ways to improve her health, but she doesn't necessarily know what she needs Guidance to find the right programs and services to achieve her particular goals/needs Alternatives based on her medical and dietary needs</p> <p>Pain point: Not always sure what she wants or needs – may be overwhelmed. Is interested in browsing a detailed selection of programs to understand options.</p>
Digital footprint	<p>Uses multiple digital technologies. Primarily laptop but including desktop (at work), smartphones, and tablets, based on location and context of use.</p> <p>Uses online search when looking for options.</p> <p>Evaluates company based on reputation, offering, promotions, etc.</p> <p>Active on Social: networking, researching, and participating in discussions.</p>

2.2.2.2. Persona 2 – The Athlete “Dale”



Age / Gender	Early 10's to Late 40's, male/female
Location	Port Moody, BC/ Vancouver Area
User behaviours	<p>Dale is an amateur athlete or outdoor enthusiast and is looking for coaching and support to take him to the next level. He may have a condition or injury that requires direct support.</p> <p>Dale may have decision makers (parent/doctor). He may be doing his own online research, and looks to share information with his parents who have input, and ultimately are the decision makers.</p> <p>Dale needs: Shareable information to inform his decision makers Appointment booking information Pricing, insurance, and payment information Information about the benefits of additional training services</p>
Digital footprint	<p>Uses search engines like Google and YouTube to find more information about his needs</p> <p>Uses multiple digital technologies</p> <p>Looks within own network for referrals</p> <p>Evaluates company based on reputation and product offering</p>

2.2.2.3. Persona 3 - The Doctor “Tom”



Age / Gender	Late 30's to late 60's, male/female
Location	Port Moody, BC/ Vancouver Area
User Needs	<p>Tom is a doctor and searches for specialty programs and services that he can refer to his patients. Tom looks to build his partner network to help provide the best care to his patients. He may be the primary care physician, or specialist who is accountable for providing the best recommendations, advice and referrals.</p> <p>Tom needs: Reliable, knowledgeable and specialty resources The ability to quickly evaluate whether a service has the capabilities required for his patients Information that he can send directly to his patients</p>
User Behaviours	<p>Uses multiple digital technologies Uses online search when looking for partner options Looks within own professional network for referrals Reviews trusted sources and industry directories, online Evaluates based on reputation, offering, and capabilities</p>

2.2.3. Existing Digital Assets

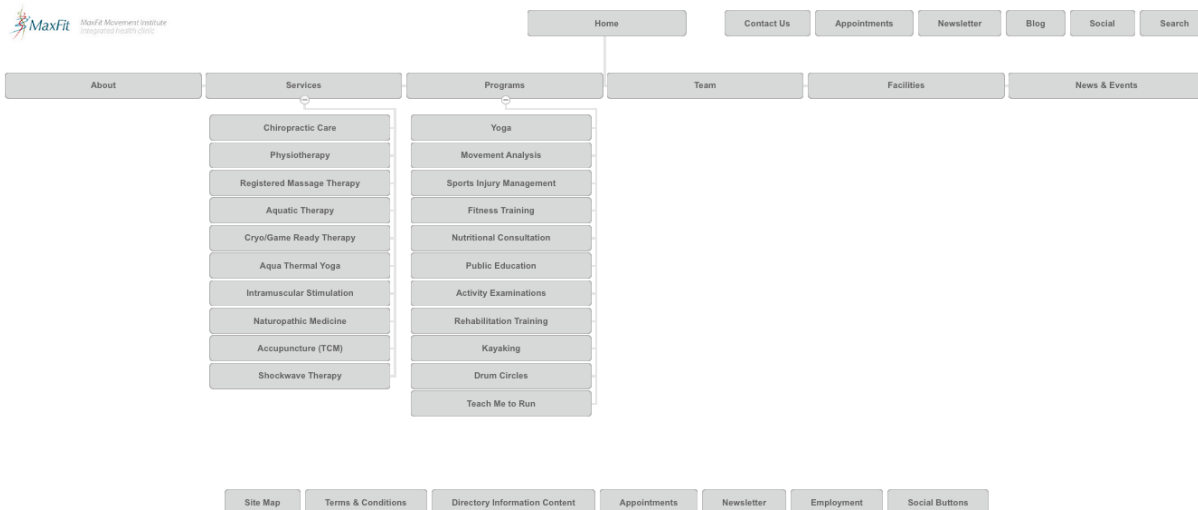
Website(s):
<http://www.maxfitmovement.ca>

Social:
Twitter - <https://twitter.com/maxfitmovement>

3. Website Plan

3.1. Sitemap

This sitemap has been developed with the Client following a detailed strategic analysis of the market, the competition, and the target audience needs.



Suggested improvements are welcome and encouraged; however, the BDC Lead Consultant must approve any changes. **Please review the current website for carry-forward content and functionality.**

3.2. Written Content Creation Requirements

Website copy currently exists. A formally trained website copywriter may be required to write new content for the new focus, and new website architecture and design, and will need to include the **SEO keyword recommendations that will be provided by the BDC.**

The new website has been reorganized to feature core Services, and practical applications (Programs). A Program is defined as a service that combines core services, doesn't typically require a referral, is possibly short-term, is a variation of a core service, or changes throughout the year.

Programs are framed as practical or integrated applications of the core services to better present relevancy to the user. For instance, Sports Injury Management could include a combination of Physiotherapy, Cryo Therapy, and Aqua Thermal Yoga services. Other programs range in category from Nutrition, Running, Paediatrics, Fitness, etc.

Overall, there is a need to reorganize services and programs, as well as highlight a broader, more full-service position (not just movement related services).

Please review to the current website to review content creation requirements. Please provide a quote for the following 2 options:

1. Edit content created by the Client. This may include guiding the Client on required content to create, editing content received by the Client, and creating the final version, creating all titles, URLs, page names and meta descriptions.
2. Full content delivery. This may include interviewing the Client, creating initial content, QA by the Client, creating all titles, URLs, page names and meta descriptions.

Please review competitor/industry websites to evaluate industry jargon, positioning, tone, etc.:
<http://www.excelphysiotherapy.com>
<http://www.fortiuissport.com/Pages/default.aspx>
 Coquitlam Aquatic Centre (City run)

Note: It is understood that the Partner will ensure all content on all pages will be SEO using the keywords provided by the BDC.

3.3. Site Design

3.3.1. Design Creation Requirements

The client requires a creative look and feel for their new website. Please provide a quote for **two (2) design concepts**.

The creative should follow all existing brand guidelines that are set forth by MaxFit Movement Institute Inc.

3.3.2. Audit of Current Available Design Elements

Some web-friendly design assets currently exist. **Please review the current website.** The Client will deliver any and all imagery that is aligned to the vision of the brand, and that can be used for inspiration, or within the design of the website.

Please provide an optional quote and explanation for any recommended asset collection or development needs (stock imagery, photography, illustration, etc.) **upon review of the existing website.**

3.4. New key pages and site requirements

The new website should launch with improved content. Below are details that relate to the strategic content that is required on each page (or category) of the new website. Examples of how users travel through the website, and associated experiences are also identified.

The website writer (whether Client or Partner) should work directly with the MaxFit Movement Institute Inc.'s subject matter experts to add detailed content on each page.

3.4.1. Main Navigation & Website Strategy

Home Page	<p>CONTENT:</p> <p>As a portal into the website, the home page should look and feel professional and polished, and immediately display the company value proposition. An overview and brief description of the company should appear with a call-to-action (CTA) to learn more About MaxFit Movement Institute Inc. Company branding (including Logo), and a toll-free customer service number should be included in the header and footer (if available).</p> <p>A brief description of the types of services and programs offered should be included on the home page with Top Programs and Services linking to detail pages.</p> <p>CTA (call-to-action):</p> <p>Large, dynamic ad units should allow MaxFit Movement Institute Inc. to effectively advertise their services, programs, events, facilities, etc. Include a large image, headline, short-description, and call-to-action (CTA) button. These ad units (or carousel slides) will link to internal web pages, and be used as a strategy to drive users deeper into the website, as well as advertise featured items and promotions.</p> <p>For launch, 3-5 graphic CTA should be included on the home page of</p>
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	<p>the website, including: See our Facilities Request an Appointment! See our Events! Learn to Run Yoga! At MaxFit</p> <p><i>Note: This element should be considered within the wireframes as a global element, with the ability to add to all pages (where required), with relevant slides/ads for each.</i></p> <p>Client Testimonials should appear on the home page, identifying service or program reviewed.</p> <p>Other page CTA: Stay Informed! Sign Up for our Newsletter for industry and company news and information. Share [Social]. This will include general website social share functionality. This is separate from the links to owned social properties, in the header and footer</p>
About Page	<p>CONTENT: This section of the website will include content about MaxFit Movement Institute Inc., their unique process, the history and qualifications of the team (overview), the company philosophy, commitment to the clients, and type of clients.</p> <p>Client Testimonial pull-quotes should appear in this section of the website.</p> <p>Page CTA: View Our Services View Our Programs Request an Appointment Questions? Contact Us [Contact Us] Share [Social] Stay Informed! Sign Up for our Newsletter for industry and company news and information.</p> <p>Reference pages: http://www.maxfitmovement.ca/about/ http://www.maxfitmovement.ca/about/history/ http://www.maxfitmovement.ca/about/philosophy/ http://www.maxfitmovement.ca/about/clients/</p>
Services Category Page	<p>CONTENT: The Services landing page should display all services, organized by categories (if required). The user should be able to scroll through all services in each category. An image, title, and short description should be included. On click, the user will be driven to a Service Detail page. A More Info CTA should be included under each thumbnail. A Featured Programs module should be present near the top of the page, highlighting popular programs.</p> <p>Page CTA:</p>

	<p>Request an Appointment View our Programs Questions? Contact Us [Contact Us] Share [Social] Stay Informed! Sign Up for our Newsletter for industry and company news and information.</p> <p>Reference pages: http://www.maxfitmovement.ca/services/ http://www.maxfitmovement.ca/services/clinical/</p>
Services Detail Pages	<p>CONTENT: Each Service detail page will include an image(s), title, and full information.</p> <p>A related programs and services module should appear on all relevant program pages to increase cross-linking.</p> <p>All service pages should include a “Send as Referral” CTA that will allow users to email a link of the page by adding an email address, with a short comment field.</p> <p>Reviews should be included on all detail pages.</p> <p>Page CTA: Request an Appointment View our Programs Questions? Contact Us [Contact Us] Share [Social] Stay Informed! Sign Up for our Newsletter for industry and company news and information.</p> <p>Some reference pages: http://www.maxfitmovement.ca/services/clinical/chiropractic/ http://www.maxfitmovement.ca/services/clinical/physiotherapy/ http://www.maxfitmovement.ca/services/clinical/massage/</p>
Programs Category Page	<p>CONTENT: The Programs landing page should display all Programs, organized by categories. The user should be able to scroll through all Programs in each category. An image(s), title, and short description should be included. On click, the user will be driven to a Program Detail page. A More Info CTA should be included under each thumbnail. A Featured Program module should be present near the top of the page, highlighting popular programs.</p> <p>Page CTA: Request an Appointment View our Services Questions? Contact Us [Contact Us] Share [Social] Stay Informed! Sign Up for our Newsletter for industry and company news and information.</p>
Program Detail Pages	<p>CONTENT:</p>

	<p>Each Program detail page will include an image(s), title, and full information. If a schedule is associated with the Program, a calendar should be clearly displayed on the page, with a Request an Appointment CTA.</p> <p>A related programs and services module should appear on all relevant program pages to increase cross-linking.</p> <p>All program pages should include a “Send as Referral” CTA that will allow users to email a link of the page by adding an email address, with a short comment field.</p> <p>Reviews should be included on all detail pages.</p> <p>Page CTA: Request an Appointment View our Services Questions? Contact Us [Contact Us] Share [Social] Stay Informed! Sign Up for our Newsletter for industry and company news and information.</p> <p>Some reference pages: http://www.maxfitmovement.ca/services/movement-analysis/ http://www.maxfitmovement.ca/services/fitness/yoga-to-improve-running/ http://www.maxfitmovement.ca/services/nutrition/</p>
Team Page	<p>CONTENT: The Team page will include a brief page description including all of the types of specialists and doctors hired at the clinic. The page will include, by category, all employees of the clinic, including photo, title, certifications, credentials, experience, services and programs offered, and any other relevant information for each team member.</p> <p>A strong CTA to view services and programs, and Request an Appointment should also be included on the page.</p> <p>Page CTA: Request an Appointment View our Programs View our Services Questions? Contact Us [Contact Us] Share [Social] Stay Informed! Sign Up for our Newsletter for industry and company news and information.</p> <p>Some reference pages: http://www.maxfitmovement.ca/about/team/ http://www.maxfitmovement.ca/about/team/jean-lowel/</p>
Facilities Page	<p>CONTENT: The Facilities page should include a floor plan, and images of the facilities, and equipment used.</p>

	<p>If any program or service is referenced in the description of rooms or equipment, links to the corresponding pages should be made available.</p> <p>Page CTA: Request an Appointment View our Programs View our Services Questions? Contact Us [Contact Us] Share [Social] Stay Informed! Sign Up for our Newsletter for industry and company news and information.</p> <p>Reference page: http://www.maxfitmovement.ca/gallery/tour/</p>
News & Events	<p>CONTENT: The Events Page should include a stacked list of Events by date (soonest to latest). When an event is over, it should automatically be moved to Past Events.</p> <p>Full event details should be included with each event post: Title, Location, Date, Description, Cost (if required), Details on RSVP (if required), and the ability to add an Event Image. Each event should be sharable via Social Media.</p> <p>A News module should appear at the top of the page with Blog Posts that are tagged by News. On click of Read More, the user will be taken to the Blog Detail Page.</p> <p>Page CTA: Stay Informed. Sign Up for the Newsletter to keep up to date on Events, Promotions, Tips, News, and More! Share [Social] View our Programs View our Services Contact Us</p> <p>Reference pages: http://www.maxfitmovement.ca/upcoming-events/ http://www.maxfitmovement.ca/upcoming-events/past-events/ http://www.maxfitmovement.ca/event/utopia-academy-massage-therapy-clinics/ http://www.maxfitmovement.ca/gallery/summer-winter-activities/</p>
Wellness Blog [Header]	<p>CONTENT: The Wellness Blog should feature industry related news, articles, and tips. The ability to add categories to blogged content should exist. The Wellness Blog landing page should display a stack of latest posts, organized by category (The Profile Corner, Exercise Tips, Announcements, News, etc.). Each post should link to an article/detail page.</p> <p>Each blog article should feature an image (with image gallery option) or video (if available), title, and body copy, and should be shareable via social media.</p>

	<p>Page CTA: Stay Informed. Sign Up for the Newsletter to keep up to date on Events, Promotions, Tips, News, and More! Share [Social] View our Programs View our Services Contact Us</p> <p>Reference page: http://www.maxfitmovement.ca/category/articles/ http://www.maxfitmovement.ca/category/news/</p>
Employment [Footer]	<p>An Employment page should list job titles, details, and descriptions, along with contact information to send a resume.</p> <p>Note: Please include anti-spam tactics for any email displayed across any webpage, including Jobs. A corporate jobs email address may need to be setup.</p>
Terms & Conditions [Footer]	<p>The footer will contain a hyperlink to an internal page. Page content should include insight and approval from the Client’s legal council.</p> <p>Terms & Conditions This content will display the website usage terms & conditions, services and program terms & conditions, quality commitments, and any other company policies and guarantees.</p> <p>Privacy Policy This content will display the website Privacy Policy, including how information is used, information regarding cookies, e-mail marketing information, and any other relevant and legal requirements.</p>
HEADER/FOOTER links	<p>The header and footer will contain buttons or hyperlinks to the following pages:</p> <ul style="list-style-type: none"> Contact Us Appointments Newsletter (Sign Up page) Blog Social Buttons Search Site Map (footer only) Terms & Conditions (footer only) Employment (footer only)

4. Website Functional Requirements

4.1. Category of website

The new website will be a services brochure style website that allows users to request appointments.

Content Management System (CMS)	A non-technical administrator should be able to log in, add/edit/delete pages and content with little or no support. Use a platform based on open source technology, or that is highly extendable.
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	<p>Based on the recommended approach, a full list of features/functionalities should be provided to the Client.</p> <p>A live demo walkthrough to show how the website administration and governance will operate should be delivered. Please include training in quote.</p>
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4.2. Main Website Features

The items below represent the main front-end and admin functions of the new website and web system.

Campaign Landing Page Template	<p>Prepare a landing page template that can be used by MaxFit Movement Institute Inc. to create campaign specific landing pages with optimized conversion strategies and analytics. Include instructions on adding to the website and removing following a campaign, as well as producing a custom sub-URL, during training.</p> <p>The page should not include the website header or footer, and include 1 clear offer, and 1 clear CTA.</p> <p>EXAMPLE OF CAMPAIGN: -New Service or Program Offering -Discount Promotion</p>
Website Search	<p>An open-text search field should be made available in the top right corner of the navigation, and will display a search results page including a list of the most relevant website content. Each result should include an image (if available), title, and short description.</p> <p>Each search result should be sorted by content type – blog, service, program, event, or general, and will link to the corresponding web page.</p>
Video Player	<p>The ability to add video content to pages should be included within all page templates, and should be designed, as such. This could include DIY tips in the blog, program information, and presentations of facilities in Service or Program pages or company videos on the Home or Contact pages.</p> <p>YouTube is the recommended video player for video embed.</p>
Send as Referral	<p>A Send as Referral CTA should be included where specified, and allow users to email a link of the page, with comment, and “From” field.</p>
Related Services	<p>Related Services should appear on all relevant detail pages, and include services and programs that are associated by category, keyword, or tag.</p>
Smart Calendar	<p>A Calendar of Events, and Programs should appear in those sections of the website. The user should be able to filter by Date, Time, or Program/Event.</p> <p>A strong CTA to Request an Appointment on Program pages should be included.</p>
Reviews	<p>The website should allow users to add a star rating, and write a review</p>

	<p>based on service or program. MaxFit Movement Institute Inc. will moderate all reviews.</p> <p>Anonymous reviews should also be made available to users.</p>
EMR (phased)	<p>MaxFit Movement Institute Inc. is currently researching EMR software. Potentially, this system will include information from the website in regard to appointment bookings.</p>

4.3. Website Forms

Contact Us/FAQ Page	<p>The Contact Us page should display locations, directory information, hours of operation, customer service contact information, as well as a web form for users to contact MaxFit Movement Institute Inc. for general inquiries.</p> <p>--</p> <p>*First name Last name *Email address *Confirm email *Phone number Comments:</p> <p>Include error messaging on *required fields.</p> <p>A confirmation message should be displayed once the message has been sent. The sent form should be submitted to an email address.</p> <p>A corporate contact email address may need to be setup for the web form submission.</p> <p>FAQ An FAQ module with expandable questions (revealing answers) should be made available on the contact page. This will avoid high volume of easy-to-answer questions (E.g. What to bring, What to expect, Cancellation of Services etc.).</p>
Appointments Page	<p>This page should include a series of drop down menus for the user to select desired appointment details. A contact number should appear in the top of the page, with a description of the overall appointment booking process. The following fields should be included in the Appointments web form:</p> <p>*First name Last name *Service/Program *Preferred Day of the week *Preferred Time Desired Specialist *Phone number *Email address *Confirm email Additional notes:</p>

	<p>Newsletter Signup</p> <p>Include error messaging on *required fields.</p> <p>Eventually, this information will need to be stored in the EMR, and confirmation emails should be deployed to the client/patient.</p> <p>A confirmation message should be displayed once the message has been sent. The sent form should be submitted to an email address.</p> <p>A corporate appointment email may need to be setup.</p>
Newsletter Sign Up Page	<p>The following form fields should be included as part of newsletter sign up:</p> <ul style="list-style-type: none"> *First name Last name *Email address *Confirm email <p>Include error messaging on *required fields.</p> <p>Users should be able to opt-out from a newsletter received with no more than 2 clicks.</p> <p>An opt-in should be included on the Appointment form.</p> <p>WIFM (what's in it for me) should be clearly stated around the form: <i>Sign up to receive information about company news and promotions.</i></p> <p>Express Consent should also be included: <i>By signing up you are accepting that MaxFit Movement Institute Inc. may send you, via email, information about their company, promotional material, and company information. You can withdraw your consent at any time.</i></p> <p>A corporate noreply email may need to be setup and added to the recommended email deployment service.</p> <p><i>Note: newsletter and contact forms can appear on 1 page, however MaxFit Movement Institute Inc. should be able to deep-link a user directly to either form.</i></p>

4.4. Additional Requirements

Developed based on Personas	<p>Ensure the website design, content, and functionality speak to the key target audiences. Site content should be written in an engaging and professional manner and use language that the customers will understand.</p>
Highlight Value Proposition	<p>MaxFit Movement Institute Inc.'s core value proposition must be understood immediately from the home page, and throughout the website.</p>

Well Branded & Professional	<p>Website design should follow/leverage the brand guidelines (logo/colours/fonts) so as to portray a professional and consistent image.</p> <p>Use of logo, graphics, and imagery should look professional to reflect the brand values of the Client.</p>
Clean Layout & Easy to Navigate	<p>The website layout should guide the user's eyes, and pages should be well organized following usability best practices.</p> <p>A user should be able to go from the home page to any sub-page within the site in one click. Consider use of breadcrumbs on sub-pages to help users understand where they are in the site architecture.</p>
CTA on each page	<p>Every page should have at least one clear graphic call-to-action. Calls-to-action include a call to contact, a newsletter sign up, view services, etc. Clear contact information should be found on every page.</p>
Browser/System	<p>The website should function well on all latest browser versions and systems. The following quality assurance practices should be performed, including:</p> <p>Cross browser compatibility testing on the latest versions of: Chrome Firefox Internet Explorer Safari</p> <p>Cross OS platform compatibility testing for: Windows PC Mac OS Mobile/Tablet (android/iOS)</p> <p>Please specify any additions or deviations from this plan within the Proposal.</p>
404 Error Page	<p>All 404 errors/unavailable pages should redirect to a custom designed page.</p>
301 Redirects	<p>Set 301 redirects to ensure that users and search engines are directed to the correct or corresponding page, post-launch, based on the old website.</p>

5. Mobile Requirements

Mobile Friendly (or Responsive Design)	<p>Please specify Mobile Approach. All Content and Functionality should be present on a mobile device, and be easy for the Client to manage (single source content entry).</p> <p>The Design should adapt to the majority of mobile device screen sizes and needs.</p>
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6. Social Media Requirements

Changes to social channels may be made during the development of the Marketing Strategy.

Share-ability	Social Share buttons should appear on all product pages. General website share should also be included on the website. Links to the following social pages should be included in the header and footer.
Google +	Imagery and content based on the new website design are seen as optional.
Facebook	Imagery and content based on the new website design are seen as optional.
Twitter	Imagery and content based on the new website design are seen as optional.
Instagram	Imagery and content based on the new website design are seen as optional.

7. Marketing Automation

Code should be added to the website based on media recommendations within the Marketing Strategy. The list below may be revised during the delivery of the Marketing Strategy, and prior to the launch of the website.

Google	Remarketing tags should be added to the website for search ads.
Facebook	Custom Audience tags should be added to the website for Facebook Advertising.

8. Website Search Engine Optimization (SEO)

Top 5-10 relevant keywords should be used on each page of the website (on page, and in code). Each section/page of the site should have its own set of defined keywords for SEO.

The following SEO best practices should be followed when coding and setting up web pages:

Page Title	The page title should employ the keyword term/phrase as the first word(s). Integrate recommended keywords.
Meta Page Description	Integrate recommended keywords in Meta Page descriptions.
H1 Title Tag	Integrate proper use of the H1 tag as the headline of the page and integrate targeted keyword term/phrase.
Body Content	Integrate recommended keywords throughout a page employing at least one or two variations of a term.
Images with Alt Tags	All images, graphics should have meta tag descriptions using specified keywords, and the source code should include site

	description and keywords.
Properly formatted URL	Shorter URLs appear to perform better in search results and are more likely to be copied/pasted by other sites, shared and linked-to. Integrate recommended keywords within site architecture.

9. Web Analytics

9.1. Integration of Google Analytics

MaxFit Movement Institute Inc. currently uses Google Analytics (UA-40796854-1). The Universal Analytics tracking code from Google should be integrated into the new header (and/or all pages of the new website). Events should tracked, including all submit buttons, learn more buttons, or other page buttons that link to external pages.

A report (see appendix) is emailed to the client daily with website traffic reports, from the server. This should be maintained, if possible.

9.2. Creation of a client specific Google Analytics dashboard

The following are the important KPIs for the Client. The dashboard(s) should allow the Client to track the main success indicators:

- Contact Us (Event/Goal)
- Newsletter Sign Up (Event/Goal)
- Request an Appointment (Event/Goal)

Additional KPIs may be discovered during the marketing strategy, and will need to be tagged accordingly.

10. Website Hosting

<http://www.maxfitmovement.ca/>

DNS - The domain is provided by: <https://www.wildwestdomains.com/>

HOSTING – The website is hosted by: www.domaincontrol.com

The Client will deliver log in credentials to all web services that impact the new website.

11. Training & Maintenance

The Partner will specify support and training provided during and following the project.

A monthly maintenance cost should be specified to support MaxFit Movement Institute Inc. with the following:

- Support through platform and/or plugin updates
- Content Updates and Optimization
- Any additional website support requested by the Client or required by recommended platform

Please specify cost structures or service costs (if available) for post-training maintenance packages

offered.

12. Ownership

Upon completion of a project the Partner will provide final work to the Client and the BDC Lead Consultant including:

Source Code:

- Full source code, database components including tables, stored procedures, and triggers\
- Source images (Photoshop and Illustrator files with un-merged layers)

Documentation:

- Technical Project Summary outlining the technical details
- Administrator rights for all third party tools with option to remove Partner access

13. BDC Delivery and Review Process

It is important for Partners bidding on this project to understand the role that the BDC plays in ensuring Client success. The BDC Digital Marketing Framework 2.0 is a process that uses a traditional Waterfall project delivery model with integrated agile testing and best practices that require close collaboration. Partners bidding on this project have understood the methodology used and will make sure to abide by this through project execution. Failure to do so may result in removal from the BDC Preferred Partner List.

13.1. The overall Project

At each phase, the Partner will provide the stipulated deliverable to the BDC consultant for approval prior to providing to the client (where specified). Please allow 2 rounds of feedback and changes for each deliverable.

13.2. Process Details for the Build Process

The following describes the typical touch points for the build process. **In most cases, delays in the delivery of milestones (whether Client or Partner related) will impact the final delivery date.**

<p>1. Sitemap / Wireframes (Deliverable #1)</p>	<p>At this stage, the Partner will provide 2 elements:</p> <ol style="list-style-type: none">1. The final sitemap (any recommended revisions pre-approved by the BDC consultant) based on the outlined requirements described in this document.2. A wireframe for all templates & key pages/sections (including mobile) that have been identified in this document. Both desktop and mobile wireframes are provided at this time. <p>The BDC will review sitemap/IA/use cases and wireframes and approve after verifying that it is in accordance with the overall strategy specified in this document. The Partner will then present to the client. For this stage of the project, a minimum of 2 rounds of revisions should be expected and included in the quote.</p>
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<p>2. Design (Deliverable #2)</p>	<p>At this stage, the Partner will provide a minimum of 2 design concepts for client selection. The client will review the designs and approve one after verifying that it is in accordance with the overall strategy specified in this document.</p> <p>The BDC will receive the design concepts at the same time as the client and will only comment if they believe there is a disjoint between the design and the company image. The client is to provide all applicable logos, imagery, graphics or other design assets required for the project. Rebranding of branding elements is not part of this project unless otherwise specified. For this stage of the project, a minimum of 2 rounds of revisions should be expected and included in the quote.</p>
<p>3. Content</p>	<p>See 3.3.</p>
<p>4. Staging (QA/QC Sign-off) (Deliverable #3)</p>	<p>At this stage, upon completion of the development/build process, the Partner will provide the BDC with a fully tested and Quality Assured staging URL for review prior to going live. The BDC will provide feedback on any usability issues that may exist prior to sign-off for project completion and go-live.</p> <p>Post-launch, the BDC will run reports based on the websites performance in regard to website performance, load times, SEO, etc. Corrections based on this report are expected from the Partner.</p>

14. Appendix

Maxfit Movement Institute Summary					
Online Users when sending email: 0					
Idle Users when sending email: 0					
Day	Pageviews	Visitors	New Visitors	Returning Visits	Bounce Rate
Mon 10th August 2015	41	21	16	5	52%
Sun 9th August 2015	44	9	6	3	56%
Sat 8th August 2015	13	10	7	3	90%
Fri 7th August 2015	23	10	9	1	50%
Thu 6th August 2015	23	15	14	1	87%
Wed 5th August 2015	33	17	14	3	71%
Tue 4th August 2015	49	22	16	6	59%
Visits in Last 30 days: 491					
Pageviews in Last 30 Days: 1224					
New Visitors in Last 30 Days: 370					
Total Visits: 6745					
Total Pageviews: 16933					
Email Issued at: 20:09:03 , Monday 10th of August 2015					
More Detail					
Popular Pages					
Rank	Page Name	Percentage	Hits		
1	MaxFit Movement Institute, integrated health ca...	100%	83		
2	MaxFit Movement Contact Us	45%	37		
3	MaxFit Movement Dr. Wilbour Kelsick, BSc(kin)...	43%	36		
4	MaxFit Movement Meet the MaxFit Team	20%	17		
5	MaxFit Movement Dr. Lindsay Rite, BSc(Hkin), DC	12%	10		
6	About MaxFit Movement Institute	10%	8		
7	MaxFit Movement MaxFit Consultants	8%	7		
8	MaxFit Movement Jean Lowe, BSc PT RCAMT Gunn IMS	8%	7		
9	MaxFit Movement Appointment Request	7%	6		
10	MaxFit Gallery MaxFit Kayak Trip Event 2015	6%	5		
11	MaxFit Meet our new team member: Babayinka OL...	5%	4		
12	MaxFit Movement Services to keep you in motion	5%	4		
13	MaxFit Movement Upcoming Events	5%	4		
14	MaxFit Movement Shockwave Therapy	5%	4		
15	MaxFit Gallery MaxFit Kayak Trip Event	4%	3		
16	MaxFit Movement Cryo/Game-Ready Therapy (Ice/...	4%	3		
17	MaxFit Movement How to get to MaxFit Movement	4%	3		
18	tel:604-461-6888	4%	3		
19	MaxFit Movement Movement analysis	4%	3		
20	MaxFit Movement Dr. Ronald Reichert, ND	4%	3		
Keywords					
Rank	Keyword	Usage			
1	[not provided]	100%			
2	wilboe kelsick	25%			
3	max fit movement institute, bc	25%			
4	pt. gunn	25%			
Referrals					
Rank	Website	Percentage	Hits		
17	google.ca	100%	52		
17	google.com	8%	4		
17	buttons-for-website.com	6%	3		
17	success-seo.com	6%	3		
17	l.co	4%	2		
17	google.ro	4%	2		
17	choosetomove.ca	4%	2		
17	videos-for-your-business.com	4%	2		
17	google.dk	4%	2		
17	r.search.yahoo.com	4%	2		
17	google.it	4%	2		

Referrals

Rank	Website	Percentage	Hits
17	google.ca	100%	52
17	google.com	8%	4
17	buttons-for-website.com	6%	3
17	success-seo.com	6%	3
17	t.co	4%	2
17	google.ro	4%	2
17	choosetomove.ca	4%	2
17	videos-for-your-business.com	4%	2
17	google.dk	4%	2
17	r.search.yahoo.com	4%	2
17	google.it	4%	2
17	google.com.au	2%	1
17	searchlock.com	2%	1
17	yellowpages.ca	2%	1
17	google.co.uk	2%	1
17	int.search.tb.ask.com	2%	1

Countries

Rank	Country	Hits
	Canada	184
	United States	13
	Philippines	5
	Brazil	4
	Georgia	3
	Italy	3
	Denmark	2
	United Kingdom	2
	Indonesia	2
	United Arab Emirates	2
	Romania	2
	Australia	2
	Portugal	1
	Hungary	1

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