SPECIFICATION FOR COMPANY WEB SITE – BUY AND SELL BUSINESS

Proposed domain name: AAA

We want to develop a website similar to www.xxxxx.com in functionality, look and feel. We have selected this site as a benchmark for ours to ensure that we have complete and basic functionalities. Other websites include http://www.xxxx.com/ and http://www.xxxxx.co.uk/

1.0 OVERVIEW OF WEB SITE REQUIREMENT

Our new site will perform the following function for our business:

- ***We want to host and advertise information for owners of businesses (businesses, websites and franchises) who place such businesses for sale***
- ***Interested people should be able to find businesses on our website and contact the owners for more information***
- ***We want people, our customers (people wishing to buy or sell businesses) to find our services by searching the web. The site will provide detailed information about the services and enable business buyers to contact business owners and for business owners to pay for hosting and advertising services.***

2.0 SEARCH ENGINE OPTIMISATION

2.1 Search Engine Ranking

- The website should be accessible to search engine spiders and be coded with good on-page search engine optimisation. We want people to find" dictates that this site must have good search engine rankings. Around 90% of the traffic to this site comes from searches where our entry appears within the first 5 entries. The web site should be optimised for search engines, and each page must reach an agreed ranking in Google's results for each agreed combination of search words.

- The designer should propose a budget for link building required to make the site reasonably competitive in the target market

- The navigation system should be intuitive and allow the visitor to quickly navigate the site starting from any page.

3.0 LIST OF SECTIONS AND PAGES

PAGES / SECTIONS	Description / Information contained
Home Page	The home page will give visitors an overview of our services. The home page will contain key featured business and links to other sections of the page. Most importantly, it will contain the search function.
Search Page	Will enable business buyers search for businesses they wish to buy
Buy Business	This page will show a listing of all businesses on sale
Sell Business	This page will enable business owners complete a form and submit detailing their business overview
Buy Website	Similar to buy business
Sell Website	Similar to sell business
Buy Franchise	Similar to buy business

PAGES / SECTIONS	Description / Information contained
Sell Franchise	Similar to sell business
Resources	Contains information and guides to buying and selling businesses, franchises and websites
Agents	Agents that can further assist in the buying or selling process of business can advertise their services here
Contact owner	Forms provided to contact owner of business
Advertise with Us	This page contains our compelling notes on businesses should advertise with us
Register	Business owner registration forms to be completed when they want to register. Will also include link to make payment for subscription.
FAQ	This page will contain details of frequently asked questions
About Us	Details about our company, strategy and personnel. We intend to place a marketing strategy file here so that business owners can see what plans we have to ensure that the business is well advertised.
Contact Us	Details of how we can be contacted. Full contact details.
Terms and Conditions	This page will contain the terms and conditions for the use of the website.
Site Map	A site map should be provided showing the structure of the site and linking to every page on the site.
Affiliates	This will contain information on our affiliate program to help market our services. A key requirement in this page will be code sections which the affiliates can copy and include on their website linking to ours.
Our Services and Pricing	This page will detail our pricing model for the varying services and options for villa owners
Description Page	Contain full description of business to be bought. Business owners and brokers should be able to log in and update details of their businesses or services offered
Industry	This page will contain listing of all industries in which businesses have been advertised
Business Wanted	This page will enable buyers to place an advert for a business they are interested in but have not found on our site
Featured businesses	Will contain featured business, websites and franchises. Also newly listed business.

4.0 CONTENT MANAGEMENT, STYLE AND LAYOUT

4.1 Overall Style
The site style should incorporate our corporate colours and logo.

4.2 Navigation
A common navigation bar should be included on all pages. The navigation bar will include links to the home page and other key pages defined above.

4.3 Content Management
It must be possible for us to update the content of the site using a low cost software package or development of a web based administration area where the necessary control will be given to change content areas of the site using either a form or WYSIWYG editor. The content management system should enable us create new web pages as applicable; create new text and update existing text on existing web pages.

5.0 ADDITIONAL REQUIREMENTS

5.1 Accessibility
This site must comply with the standards of accessibility contained in W3C WAI (World Wide Web Consortium Web Accessibility Initiative) level A Guidelines.

5.2 Valid Code
All code on the site should validate to W3C (World Wide Web Consortium) specifications.

5.3 Maintenance
- It must be possible for us to update the content of the site using a low cost software package or development of a web based administration area where the necessary control will be given to change content areas of the site using either a form or WYSIWYG editor
- The web designer will provide training on how to use this software package or as applicable
- The entire website should be built in such a way that it is scalable and can be upgraded without having to pull it down and re-building

5.4 Hosting
A reliable web host will be found for the completed site, and the designer will load the site onto the web and set up E-mail, FTP access, and carry out any other administration necessary to set up the site.

Support
Any bugs or errors found on the site after launch will be rectified free of charge.

6.0 FUNCTIONALITY TABLE

FUNCTIONALITY	Currently must have	Future development
Search engine – ability to search for businesses by location and by industry and costs. Results should be sortable by defined criteria.	X	
Ability to display number of matching search results and to sort search results by defined criteria such as price	X	
Search engine should be accessible from all pages.	X	
Incorporation with payment systems. Required payment systems for now are Paypal business	X	
Content management system: - this should provide us with the ability to edit contents and creates new pages as we deem necessary. It should be user friendly to reduce the number of support calls we make out to the developer	X	
Ability for businesses buyers to make shortlist (similar to shopping basket). It would be better to have this without having the holiday makers register/log on.		X
Featured businesses section on home page. Should contain pictures and locations	X	
Ability for buyers to contact sellers from business description page	X	
Ability for businesses owners to submit description of businesses through forms. This would be better if owners can send us an email with attachment of the description of their business so that we do the addition	X	
Search engine submission	X	
Ability for business owners and business brokers to log in and add or update their business details as the case may be.	X	
The number of business for each industry and location		X
Ability to add pictures to business advert and description	X	
Domain name registration and Web hosting included. This should come with email addresses. See top of file for domain name to be registered. This should be done quite early to prevent it from being bought by someone else.	X	
Key Website Pages	X	

FUNCTIONALITY	Currently must have	Future development
See list of pages section above. We have not thought much about how best to group this. We would appreciate an advise and where possible, drop down menus may be used. Pages should be centred and have curved edges (see http://xxx.com/) for reference		
Database should have ability to host unlimited businesses. Unlimited property hosting in website is included in quote.	X	
Ability to monitor number of visitors and the number of booking enquiries made	X	
All businesses will have a unique reference number known to us and to the business owner. This reference number will be shown on the business description and listing	X	
Links to further information or website/business for sale	X	
Custom company logo design	X	
The database should have some sort of a flag which will be used to update the status of an advert placed by a business owner or broker. The status should be active or expired. Brokers and owners should be able to renew their subscription and once this flag is checked, it makes the advert active again	X	
Ability for listers to specify if business can be run from home or not. This will form part of the listing page and search criteria	X	
Ability for sellers to specify how much percentage of the business they intend to sell	X	
Ability for buyers to specify what kind of business they are looking to buy if they have not found anything that interests them	X	