

**June 8, 2015**

**To: Jon Smith, Smithville Bowling**

**From: William Hurley**

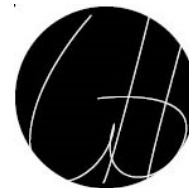
**Project: Smithville Bowling Web Site Specifications**

**The Web Site Specification document is attached for your approval. Please review it and let me know if you have any questions or require any changes. Your feedback is greatly appreciated and I would be happy to clarify any of the information included below. If everything looks accurate, please contact me so that we can schedule a meeting to discuss the proposed update to your web site. Thank you for your time and trust in my company to complete this project.**

**Regards,**

**William Hurley**

**Hurley Web Designs, LLC**



# Smithville Bowling Web Site Specifications

Proposed domain name: [www.smithvillebowling.com](http://www.smithvillebowling.com)

## 1.0 OVERVIEW OF WEB SITE REQUIREMENT

The new site will perform the following function for your business:

Allow customers to find information about Smithville Bowling. The site will provide detailed information about all customer-facing aspects of the company.

## 2.0 SEARCH ENGINE OPTIMIZATION

### 2.1 Search Engine Ranking

- The website should be accessible to search engine spiders and be coded with good on-page search engine optimization.
- The designer should propose separately a budget for link building required to make the site reasonably competitive in the target market

## 3.0 LIST OF PAGES

### 3.1 Home Page

The home page will give visitors an overview of the services offered at Smithville Bowling.

### 3.2 Food & Drinks

This page will give an overview of different menus and menu items offered as well as information about the Bar/Lounge.

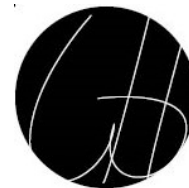
### 3.3 About Smithville Bowling

Information contained here includes Contact Information for Smithville Bowling, the company history, and photo and video galleries.

### 3.4 Party & Event Planning

Information here will include party and event planning services for customers, corporations, and local organizations.

### 3.5 Bowling Leagues



This page will include bowling league information, how to sign up, and links to each bowling league's web site.

### **3.6 Military Discount**

Information regarding the military discount offered to active, reserved, and retired military personnel.

### **3.7 Testimonials**

Consumer and corporate testimonials provided for prospective party and event customers.

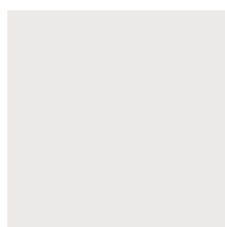
### **3.8 Fundraisers**

Information regarding past and future fundraisers held at Smithville Bowling, how to plan a fundraiser, and donor information.

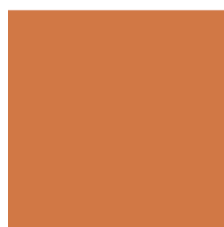
## **4.0 STYLE AND LAYOUT**

### **4.1 Overall Style**

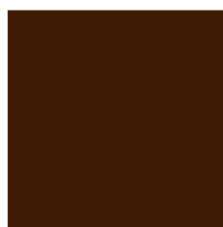
The site style will include the following color scheme inspired by Mr. Smith. The colors are based on bowling pins and bowling lanes.



RGB: 236, 234, 233  
Hex: #ECEAE9



RGB: 209, 120, 69  
Hex: #D17845



RGB: 64, 27, 6  
Hex: #401B06



RGB: 140, 3, 28  
Hex: #8C031C



RGB: 9, 5, 9  
Hex: #090509

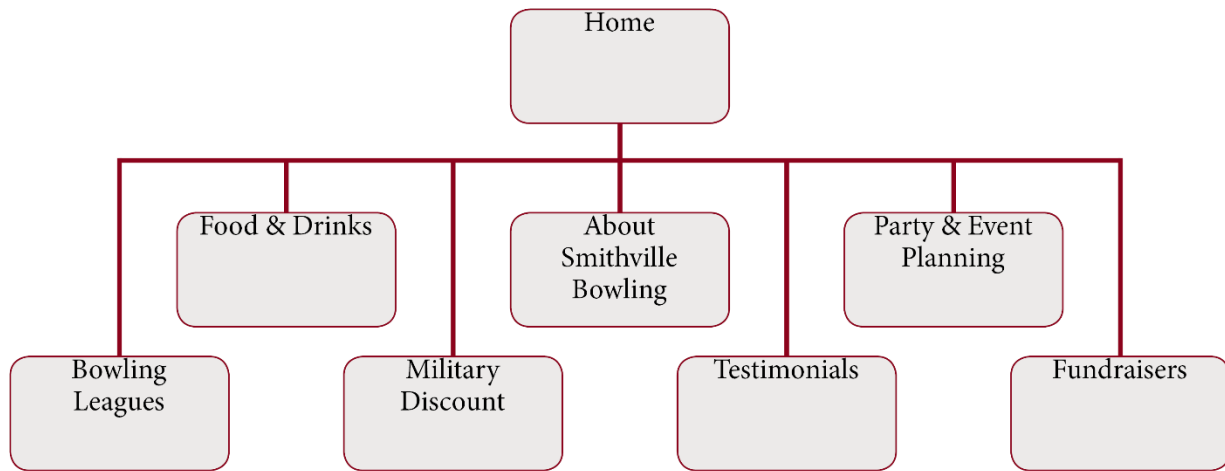
### **4.2 Navigation**

The navigation bar will appear on all pages. The navigation bar will include links to the following pages:

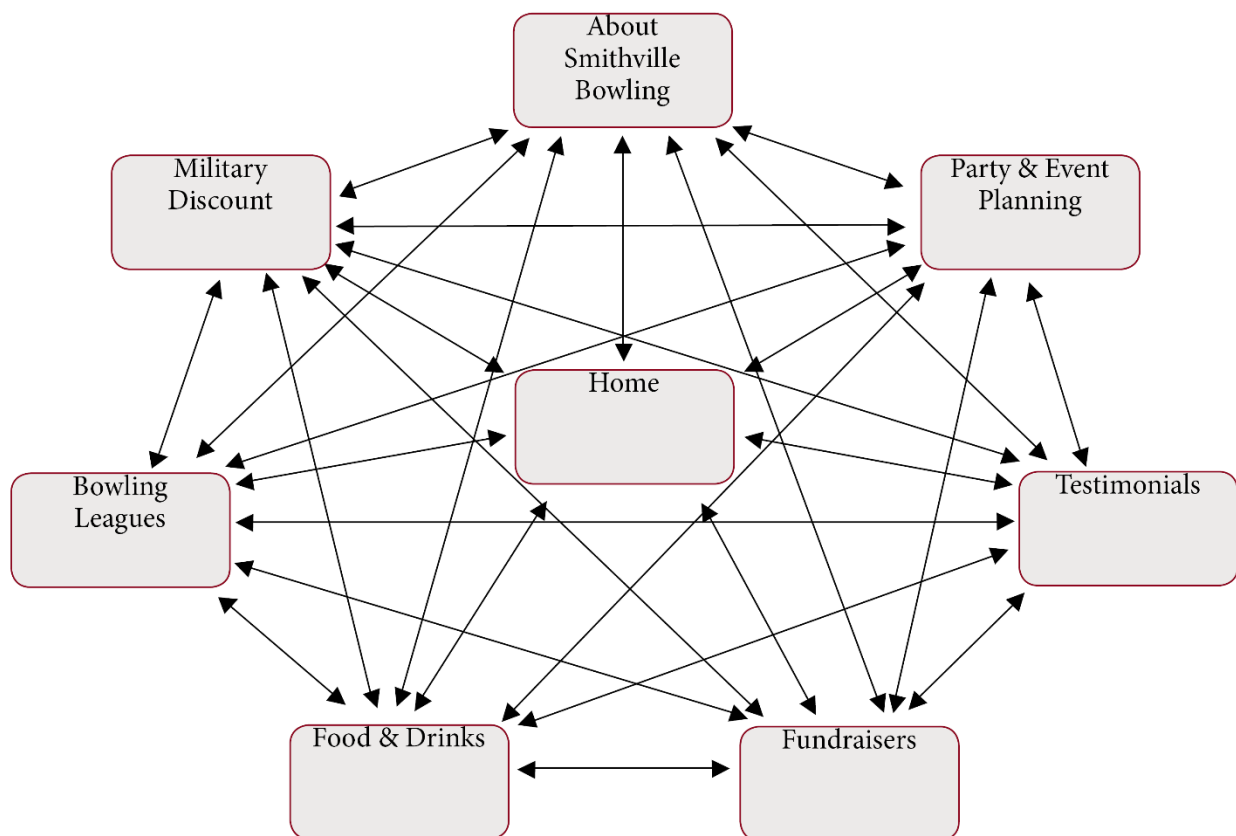
- Home Page
- Food & Drinks
- About Smithville Bowling
- Party & Event Planning
- Bowling Leagues
- Military Discount
- Testimonials
- Fundraisers

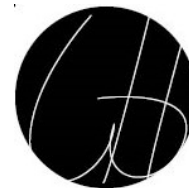


## Hierarchical Navigation



## Matrix Navigation





### 4.3 Font Selection

The font that we will be using for all text on the web site will be Helvetica, a sans-serif font that is universally available and will display well regardless of the device or software the customer is using to view the site. Examples of Helvetica at different sizes with italic and bold styles are displayed below.

Helvetica	<i>Helvetica</i>	<b>Helvetica</b>
Helvetica	<i>Helvetica</i>	<b>Helvetica</b>
Helvetica	<i>Helvetica</i>	<b>Helvetica</b>

Page titles and the company name will use Times New Roman for their font. This serif font is also universally available and will display well regardless of the customer's device or software. Examples of Times New Roman at different sizes with italic and bold styles are displayed below.

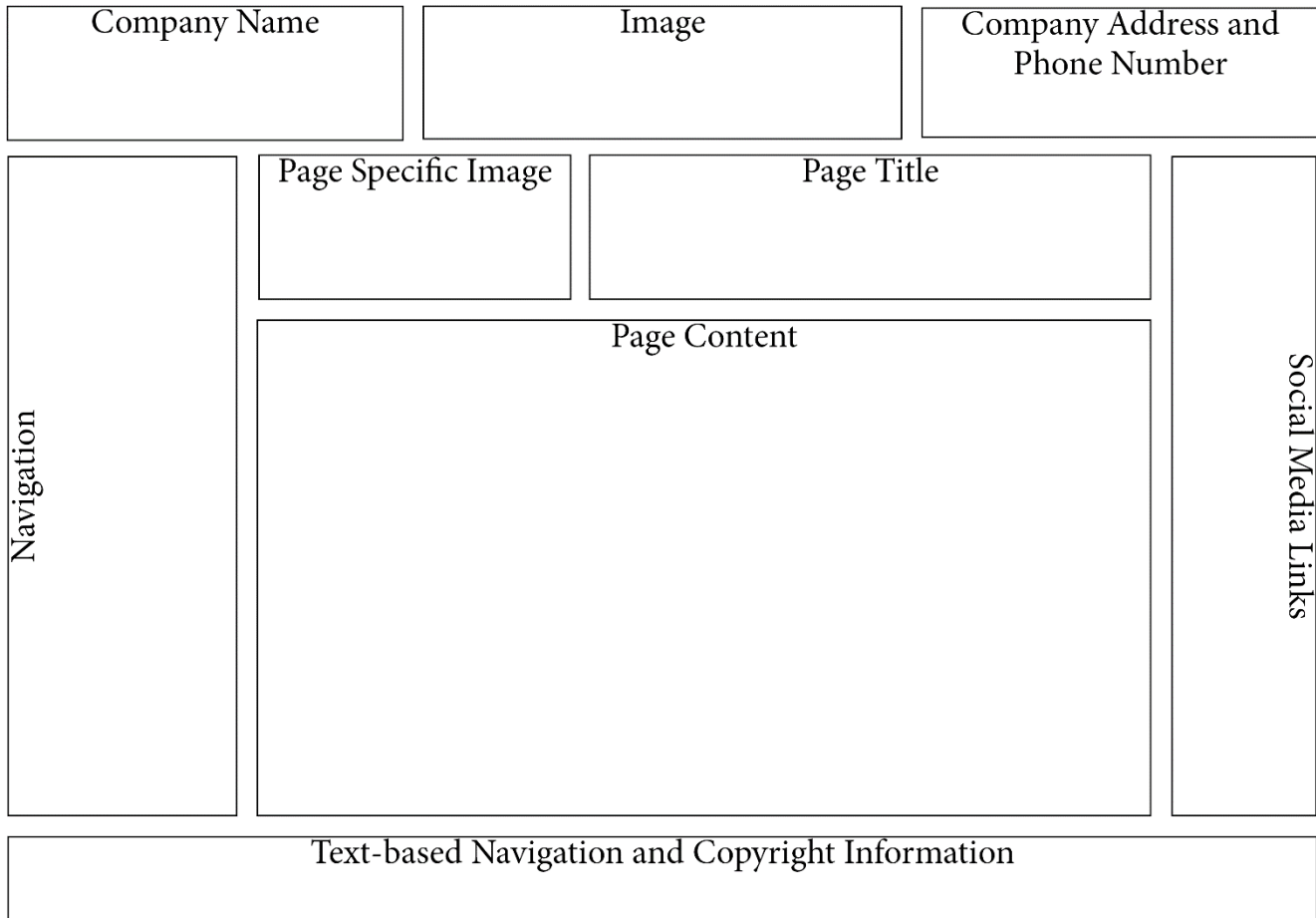
Times New Roman	<i>Times New Roman</i>	<b>Times New Roman</b>
Times New Roman	<i>Times New Roman</i>	<b>Times New Roman</b>
Times	<i>Times</i>	<b>Times</b>



## 5.0 SITE LAYOUT

### 5.1 Wireframe

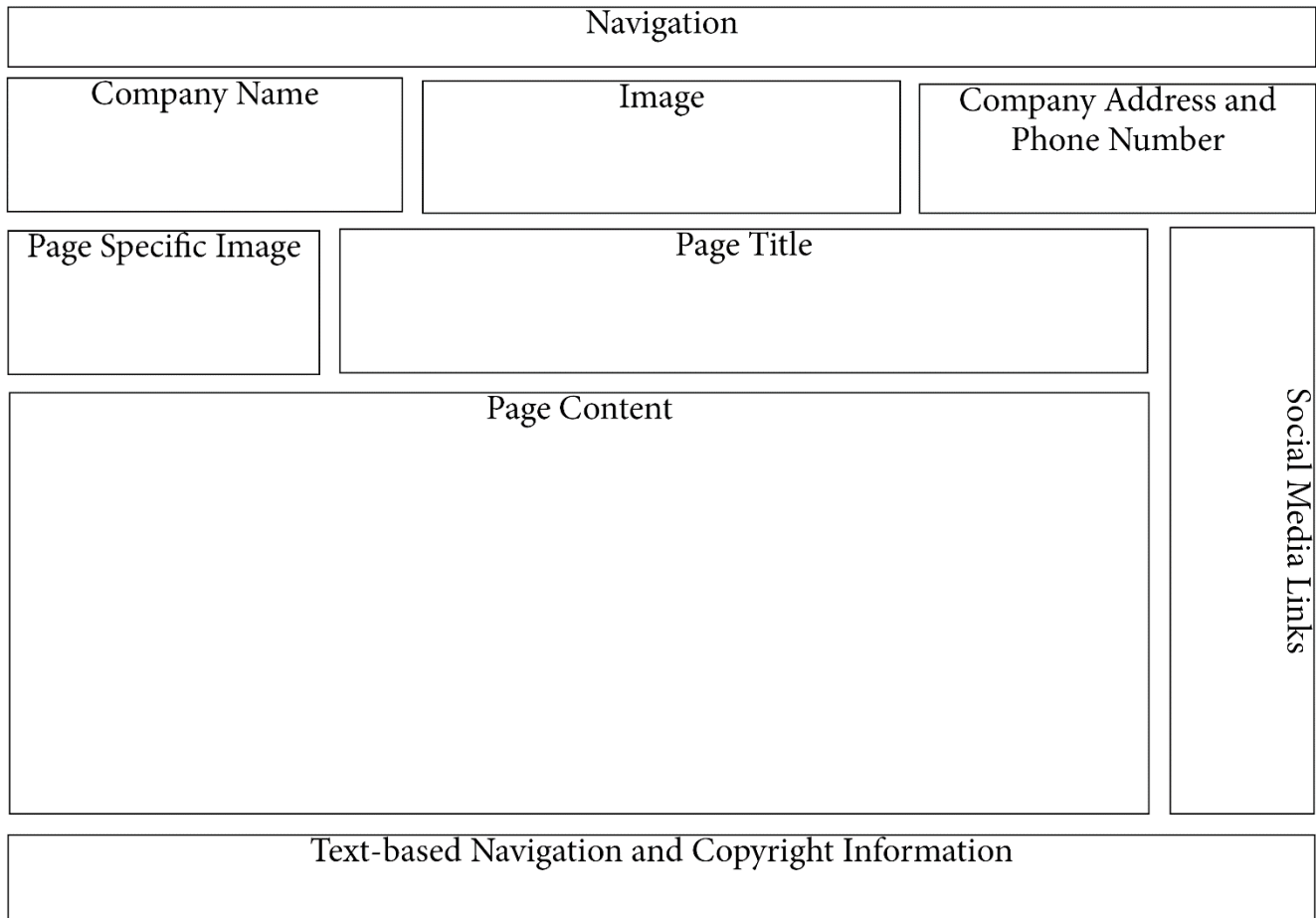
#### Option #1



This layout has a vertical navigation bar based upon information provided by Mr. Smith. Company name and information is included at the top along with an image important to Smithville Bowling that will display on every page. The center of the page has the navigation bar, page-specific content, and social media links. The bottom of the page will have text-based navigation links and copyright information.



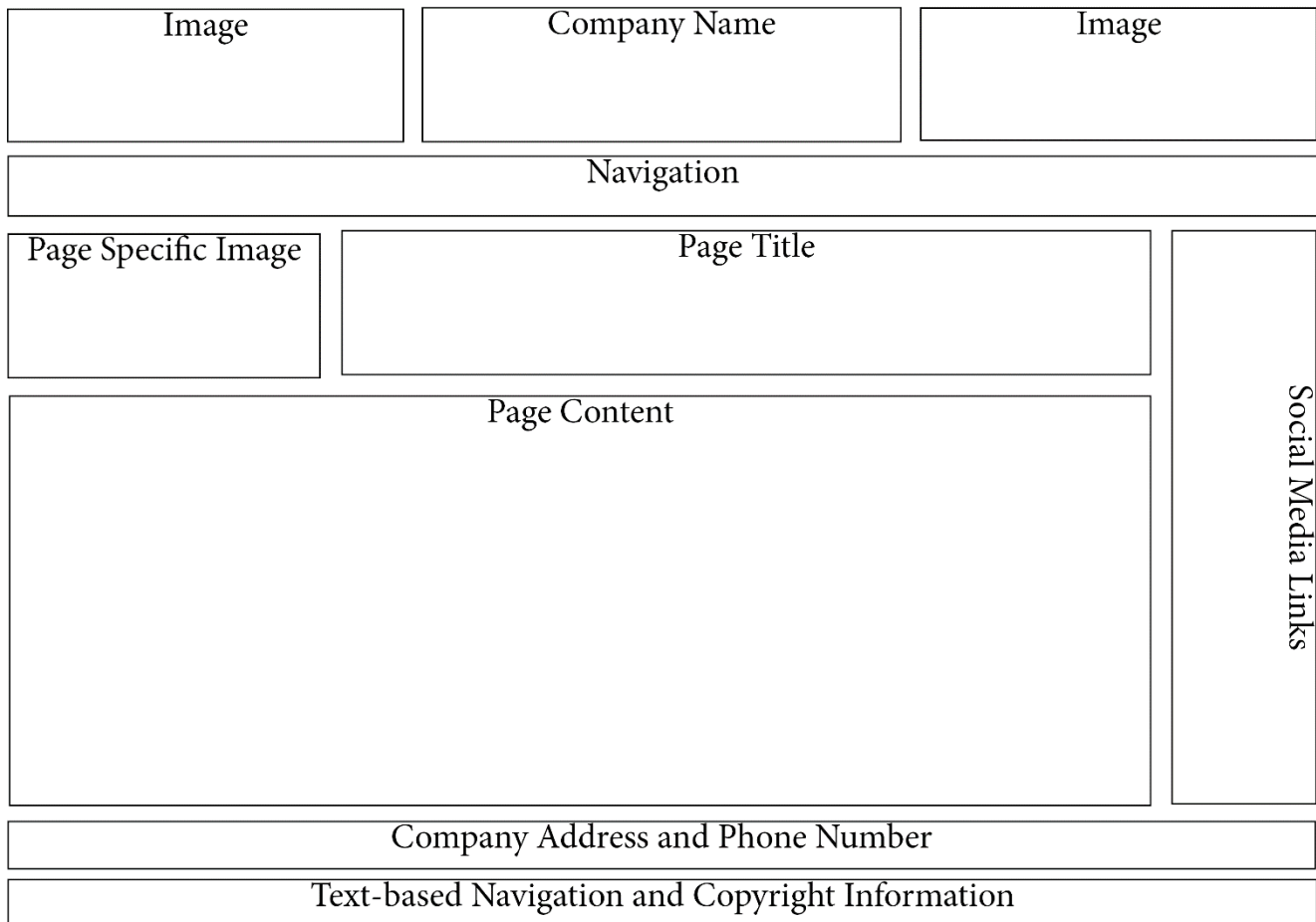
## Option #2



This layout has the navigation bar at the very top of the page with company name, image, and contact information just underneath. Page-specific content is in the middle of the page with social media links along the right. The bottom of the page will have text-based navigation links and copyright information.



### Option #3

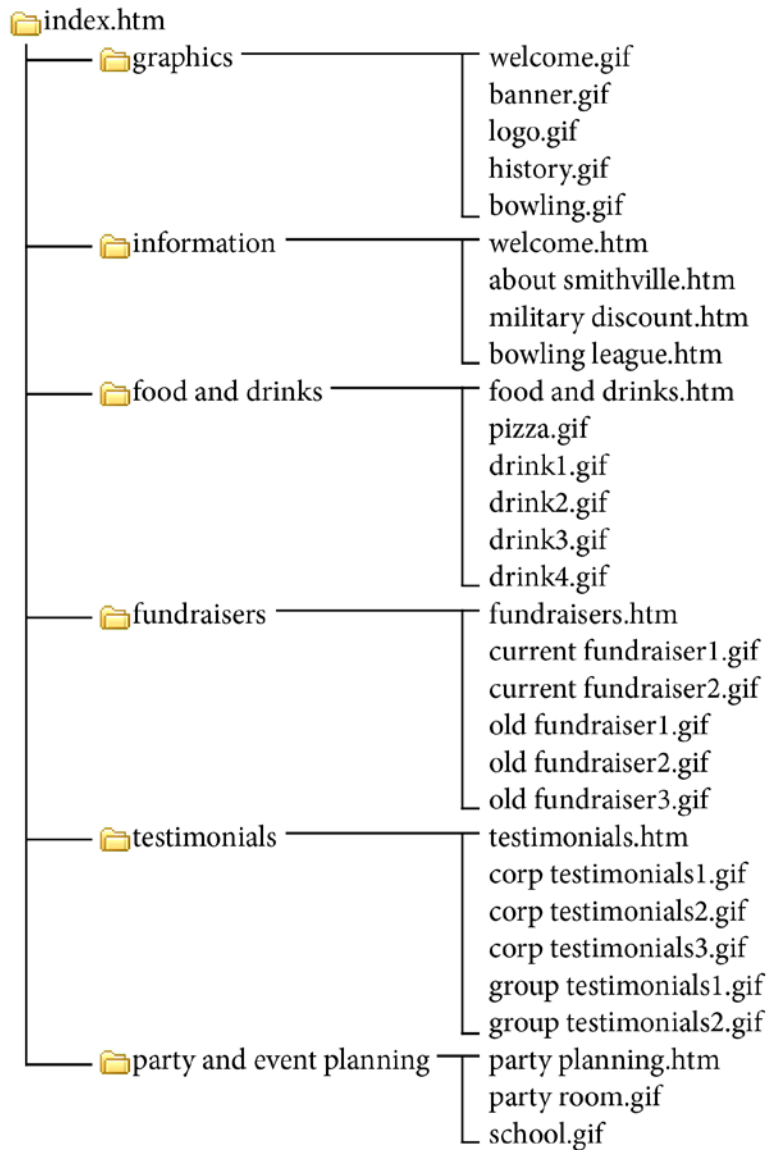


The recommended layout for Smithville Bowling's new web site would have the navigation bar along the top, but just underneath the company name and matching images or a second image important to the company that would display on every page. Page-specific content and social media links are located in the middle of the page with company address and phone number just below that. The very bottom of the page would have text-based navigation links and copyright information.





## 5.2 Site Folder Structure



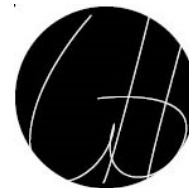
## 6.0 ADDITIONAL REQUIREMENTS

### 6.1 Accessibility

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

### 6.2 Valid Code

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



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## Acceptance

The client named below verifies that the terms of this Statement of Work is acceptable. The parties hereto are each acting with proper authority by their respective companies.

Smithville Bowling, LLC

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Company name

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Full name

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Title

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Signature

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Date

Hurley Web Designs, LLC

---

Company name

William Hurley

---

Full name

Owner

---

Title

William Hurley

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Signature

6/8/2015

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Date