# **Vogentout Corporate Website — Phase 01**

**Stack:** Laravel + **Admin Panel**

## **1) Overview & Key Assumptions**

**Objective.** Launch an SEO‑friendly corporate website that positions **Vogentout** as an expert in reliability engineering, customised machinery design, and premium engineering components supply.

**Phase 01 Scope.** Marketing/information website + admin panel for page/content/SEO management, contact/enquiry handling, testimonials. *(Quotations & e‑commerce are future phases.)*

**Timeline Basis.** Strict **28 business days** from **Project Start (Mon, 01 Sep 2025)**.

## **2) Critical Governance (must‑follow)**

* **Single Source of Truth.** This plan governs scope, dates, and approvals for Phase 01.
* **Clock‑Pause Rule.** The 28‑BD clock **pauses** when required inputs are late (content, approvals, assets, payments). The schedule **shifts 1:1** by the days delayed.
* **Feedback SLA.** Each approval/review has **24 hours** (minor) or **48 hours** (major). No response = **silent approval** and the project proceeds.
* **Content Freeze.** **Day‑9, 12:00 noon**: all Phase 01 content due. Missing items will use **professional placeholders** and become **post‑launch change requests**.
* **Revision Limits.** Each stage includes **1 consolidated round** of changes (≤10 comments/page). Extra rounds = change request with time/cost impact.
* **Code Freeze.** Two business days before the launch window. Only **P0** bug fixes are allowed.
* **Scope Control.** Any net‑new feature/structure change after sign‑off triggers a formal change request.
* **Security & Compliance.** CSRF, server‑side validation, HTTPS/HSTS & security headers, reCAPTCHA v3, brute‑force throttling, secure password policy for the **single admin account**.

## **3) Deliverables by Stage (what you get)**

* **Discovery & SEO Foundation.** Competitor scan, keyword map, sitemap, content matrix, measurable success KPIs.
* **Wireframes.** Mobile‑first UX for key templates (Home, About, Services/Solutions, Components/Products catalogue, Certifications, Testimonials, Contact).
* **Laravel Build.** Admin (pages, services/solutions, components, testimonials, site settings), SEO fields per page (title, meta, OG, canonical), schema.org, XML sitemap & robots.txt, contact form with mailer.
* **QA/Perf/Accessibility.** Cross‑browser/device testing,
* **Launch Kit.** Deployment pipeline, backups, error monitoring, analytics (GA4), and a **5‑business‑day** post‑launch bug‑fix window (see Section 11).

## **4) Client Inputs (what we need & when)**

**Due by Day‑9 (12:00 noon):**

* Final logo (vector), brand palette/typography (if any)
* Product & service list; certifications (PDF/JPG)
* 5–10 testimonials (if available)
* Company profile text (About, Vision/Mission, Leadership)
* Contact details
* Imagery library (or stock usage approval)
* **Top 10–15 target keywords** and **3–5 direct competitors** *(If not provided, we will decide and proceed.)*

**Approvals Required:**

* Sitemap & SEO brief *(end of Day‑5)*
* Wireframes *(end of Day‑8)*
* UI *(end of Day‑12)*
* Staging site *(Day‑25)*

## **5) 28 Business Day Timeline (Project Start = Mon, 01 Sep 2025)**

**Relative plan** below + **absolute date mapping**.

| **Day(s)** | **Calendar Dates** | **Phase** | **Team Activities** | **Client Actions** | **Outputs** |
| --- | --- | --- | --- | --- | --- |
| 1–2 | Sep 01–02 (Mon–Tue) | Kickoff & Discovery | Success criteria, audience/jobs‑to‑be‑done, analytics goals, competitor scan | Share brand files & prior decks | Discovery brief + KPIs |
| 3–5 | Sep 03–05 (Wed–Fri) | SEO & IA | Keyword map, sitemap, content matrix | 24–48h approval SLA | Approved sitemap & SEO brief **(Gate‑A)** |
| 6–8 | Sep 08–10 (Mon–Wed) | Wireframes | Mobile‑first wires for key templates | Consolidated feedback (1 round) | Approved wires **(Gate‑B)** |
| **9** | **Sep 11 (Thu)** | **Content Freeze** | Prepare UI; lock received content | Deliver remaining content **by 12:00** | Content lock list |
| 9–12 | Sep 11–16 (Thu–Tue) | UI Design | Style tile; Home + inner templates | 1 round consolidated feedback | Approved UI **(Gate‑C)** |
| 13–17 | Sep 17–23 (Wed–Tue) | Build Sprint 1 | Laravel setup; admin; page/SEO models; media library; site settings | — | Working CMS & core models |
| 18–20 | Sep 24–26 (Wed–Fri) | Build Sprint 2 | Frontend templates; contact form; mailer + DB logs; reCAPTCHA; schema; sitemap/robots | Test contact email receipt | Feature‑complete staging |
| 21–22 | Sep 29–30 (Mon–Tue) | Content Entry & On‑page SEO | Enter final copy, alts, internal links; redirects plan | Spot‑check content | All pages populated |
| 23–24 | Oct 01–02 (Wed–Thu) | QA & Hardening | Cross‑browser/device QA; perf tuning; security hardening | UAT prep | QA report & fixes |
| 25 | **Oct 03 (Fri)** | UAT & Code Freeze | Staging handover; freeze by EOD (P0 fixes only) | UAT sign‑off **(Gate‑D)** | Go‑live checklist ready |
| 26 | Oct 06 (Mon) | Pre‑Launch | Backups; error monitoring; analytics goals; DNS window confirm | Confirm launch window | Launch runbook |
| 27–28 | **Oct 07–08 (Tue–Wed)** | Launch & Hypercare | Go‑live; smoke tests; rollback plan on standby | Final accept | Live site + hypercare |

If an earlier launch is required, reduce scope **or** move the Project Start earlier. Scope‑change requests will adjust time/cost.

## **6) Acceptance Criteria (extract)**

* All sitemap pages exist, are responsive, and editable in admin.
* Forms validate, store to DB, and email designated recipients; spam is mitigated.
* No **P0/P1** defects outstanding at launch (P2+ scheduled post‑launch).
* Security checks passed (CSRF, auth, rate limiting, headers, env secrets; secure single‑admin access).

## **7) Risks & Mitigations**

* **R1: Late Content/Approvals.** *Mitigation:* Clock‑Pause rule; single approver.
* **R2: Scope Creep.** *Mitigation:* Signed sitemap/wires/UI; change‑request process only.
* **R3: SEO Quality.** *Mitigation:* Early keyword map; on‑page checklist.
* **R4: Launch Dependencies (DNS, email).** *Mitigation:* Pre‑launch checklist; schedule DNS window 48h prior.
* **R5: Stakeholder Churn.** *Mitigation:* One decision‑maker; written decisions recorded.

## **8) Post‑Launch (5 business days)**

* **Bug‑fix window:** **P0/P1** defects introduced in Phase 01.
* **Analytics & SEO quick wins:** Verify goals/events, submit sitemap, review Search Console.
* **Training:** 60‑minute admin training.

## **9) What We Need Confirmed to Start**

1. **Project Start** date (confirmed as **Mon, 01 Sep 2025**).
2. **Single approver** + escalation contact.
3. Hosting/DNS details *(or confirmation to host with us).*
4. Any mandatory compliance (brand/legal) constraints.

**Prepared for:** Vogentout (Phase 01)  
**Prepared by:** Trendzhub — Web & Product Team