

FAST TRACK WEBSITE

PROJECT SCOPING DOCUMENT

BRIEF DATE	
MEMBER	

_____ INSURANCE BROKERS HAVE SELECTED TO USE BROKER NETWORK'S FAST TRACK WEBSITE SOLUTION.

This document contains a website scope which reiterates key points discussed during the editorial brief, suggested site map and the terms and conditions of the project. Please read this document carefully, adding anything you feel is missing or correcting anything you feel is incorrect.

Once you are satisfied with the contents of the document, simply return a signed copy to your Marketing Executive and work on your Fast Track Website will be booked into the production schedule, with an aim to complete it within 8 weeks of the start date. You will be kept updated of progress throughout the process.

Please note that while we aim to have your website live within 8 weeks of you returning this completed scope, these are approximate timings. Your go live date will be dependent on your timely approval and feedback during the process, as well as the number and nature of the amends required.

SCOPE

WHAT WILL BE DELIVERED

FEATURES	FAST TRACK
DESIGN	FIXED
PAGES	UPTO 20 PAGES
CONTENT MANAGEMENT SYSTEM (CMS)	YES
YOUR TIME INVESTMENT	LOW - MODERATE
TURNAROUND TIME	8 WEEKS
RESPONSIVE	YES
SOCIAL MEDIA READY	YES
GOOGLE ANALYTICS	YES

DESIGN STYLE

DETAILS OF LOGOS, COLOUR AND BRANDING

WHAT IS THE PROJECTED IMAGE, TONE AND STYLE OF THE BUSINESS? e.g. PROFESSIONAL, FAMILIAR BRIGHT, CORPORATE, FRIENDLY.

VOICE OF VOICE

WHAT IS THE TONE OF VOICE OF YOUR BUSINESS? WHAT WORDS COULD BE USED TO DESCRIBE YOU? e.g. PROFESSIONAL, LOCAL, FRIENDLY, CORPORATE.

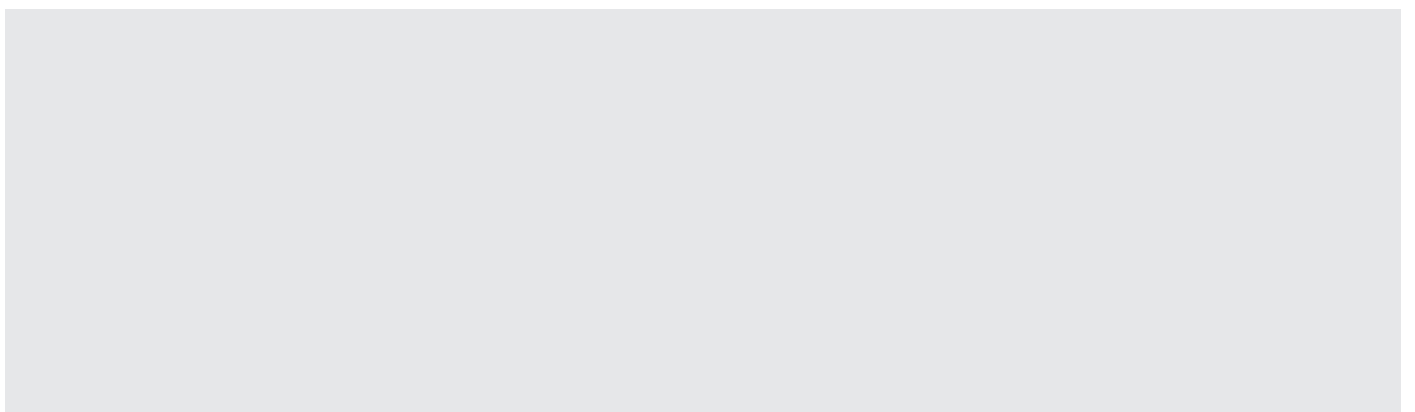
HOSTING AND DOMAIN

FAST TRACK WEBSITES MUST BE HOSTED BY BROKER NETWORK. THE COST IS £95 + VAT PER YEAR. TICK THE BOX IF YOU AGREE TO THIS.

If you wish to host your website outside Broker Network, the time for the website to be developed could take much longer. If you wish to do this, please discuss your options with your marketing executive.

SITE MAP

COMMENTS



PROCESS

STEP 1 BRIEF

A Marketing Executive will contact you to take a brief for your website.

STEP 2 HOMEPAGE

We will send you designs to choose from, customised with your brand and logo.

STEP 3 INNER PAGE DESIGN

Your inner pages will be created for your approval.

STEP 4 COPY & BUILD

Our copywriters will create the content and the website will be customised to your brand with colours, logo, images and content.

STEP 5 BROKER REVIEW

We will send you the website to review and it's your chance to provide us with feedback. You can give us one round of amends to complete during this period.

STEP 6 COMPLIANCE

Broker Network's Compliance Team will review your new site so that it remains compliant with FCA regulations and any relevant alterations will be made.

STEP 7 LAUNCH

With all the design, copy and development elements in place, your new website is ready to go live.

DATES*	PROCESS	BROKER TO ACTION
	Brief and scope	
	Homepage	
	Inner pages	
	First draft of the site	
	Compliance	
	Live	

*These are the dates that you can expect the following activity. These dates are subject to change without notice.

TERMS AND CONDITIONS

1. PROJECT TIMESCALES - Once you have returned a signed copy of the Project Sign Off Document to your Marketing Executive, work on your Fast Track Website will be booked into the production schedule, with an aim to complete it within eight weeks of the start date.

This lead time is based on timely feedback with one round of amends from yourself. It does not take into account any delays from external providers, or additional amends.

2. AMENDS PROCESS - You are entitled to one round of amends for images, colours and content. Further changes to style elements and content may be made, however changes which exceed the initial amends before going live will be scheduled outside the projected timeframe and may result in a delay in the site going live. Once your website has been put live any further changes or amends requested by the broker will need to be rescheduled into the next available time slot.

3. DESIGN LIMITATIONS - As a Fast Track Website, you are limited by the existing structure of your chosen design and changes can only be made to images, colour and content.

4. DOMAIN NAMES - A domain name of your choice can be purchased subject to availability, or alternatively an existing name can be transferred as part of our hosting package. This should be your company name or trading style registered with the FCA. Broker Network accepts no responsibility for a delay in transfer of a domain name held by another provider.

5. HOSTING - Hosting for websites is charged from £95 plus VAT per year and is obligatory for fast track websites. If you have an existing domain name which is hosted elsewhere and you wish to continue with your current provider, then please contact your marketing executive to discuss your options.

7. CONTENT MANAGEMENT SYSTEM (CMS) - Your website will be provided with a CMS, which you can use to add and edit pages on your website. You will be provided with training on how to use the system.

8. SITE OWNERSHIP - Once live, the website and its content becomes the property of your company. Should you resign from the network your website will remain your property.

APPROVED BY

TYPE YOUR NAME HERE



DATE HERE

By signing this form, you are accepting the Terms & Conditions set out above.

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