DIVERSIFY

Sitemap & Internal Page Structure

Presented by Blake Saatzer
Mantra Media ltd
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MANTRA MEDIA

A personal note from us

Firstly, I'd like to express how overjoyed I am to be the developer for your website. Discussing and educating people about social issues involving LGBTQ+, disability, minorities & other races is very important to both me and Mantra Media. Working with organisations who enable progress across communities is a fantastic part of my job and I sincerely appreciate the opportunity.

It's been interesting looking over the designs and content you've sent us. I've found the unique use of fonts refreshing and delightful. I'd like to thank you for sending the resources you did as these have helped me create the site map in this document and guide your bespoke build in a clear direction.

An important part of our process of making a website for you is that you can view and review the project after each step as it progresses. This is a crucial part of making your website for you, as the site itself must be future-proof and have a great look and feel.

If there are any parts of this document that you feel that you need further clarification on, please get in touch with either myself or Jasmine and we'll ensure you have all the information you need for us to take the next exciting steps.

Warmest Regards,

Blake Saatzer

The Purpose of this Document

This document kick starts the process of developing your website so that the website we create reflects how great an organisation you are and enhances your online presence through its quality.

In this document, we'll be covering the first stage of the project which includes the fundamental level of how the website will be structured in terms of the overall content architecture, and how that content architecture feeds into the navigation of the site.

The ideas and concepts in this document are not yet confirmed, so if there are any parts you'd like to change, please let us know and we'll have a look at moving things around for you.

Making sense of the jargon.

'Archive': A page which works similarly to a blog with posts on it. An individual post can be called a 'Single'. On the frontend of the website, 'Archive' pages can be designed in many ways to suit all sorts of purposes, not just a blog page.

'Single': A page which is like an individual blog post, these pages are for more in-depth content relating to a specific topic.

'Custom Post Types': Templates that are used to create 'Single' pages and guide how they will look to the user.

'Custom Fields': Each page is split into several 'Custom Fields', you'll be able to edit the content in each of these from the backend of the website.

'Primary Navigation': The menu which will appear at the top of the website.

'Home Header': This will be the space at the top of the home page. It will hold the content the user first sees when they enter the website. The content will be a background image and some text that will have styling applied to it.

'Internal Header': This will be the space at the top of all pages except the home page. It will be like the 'Home Header' but slimmer and with less content.
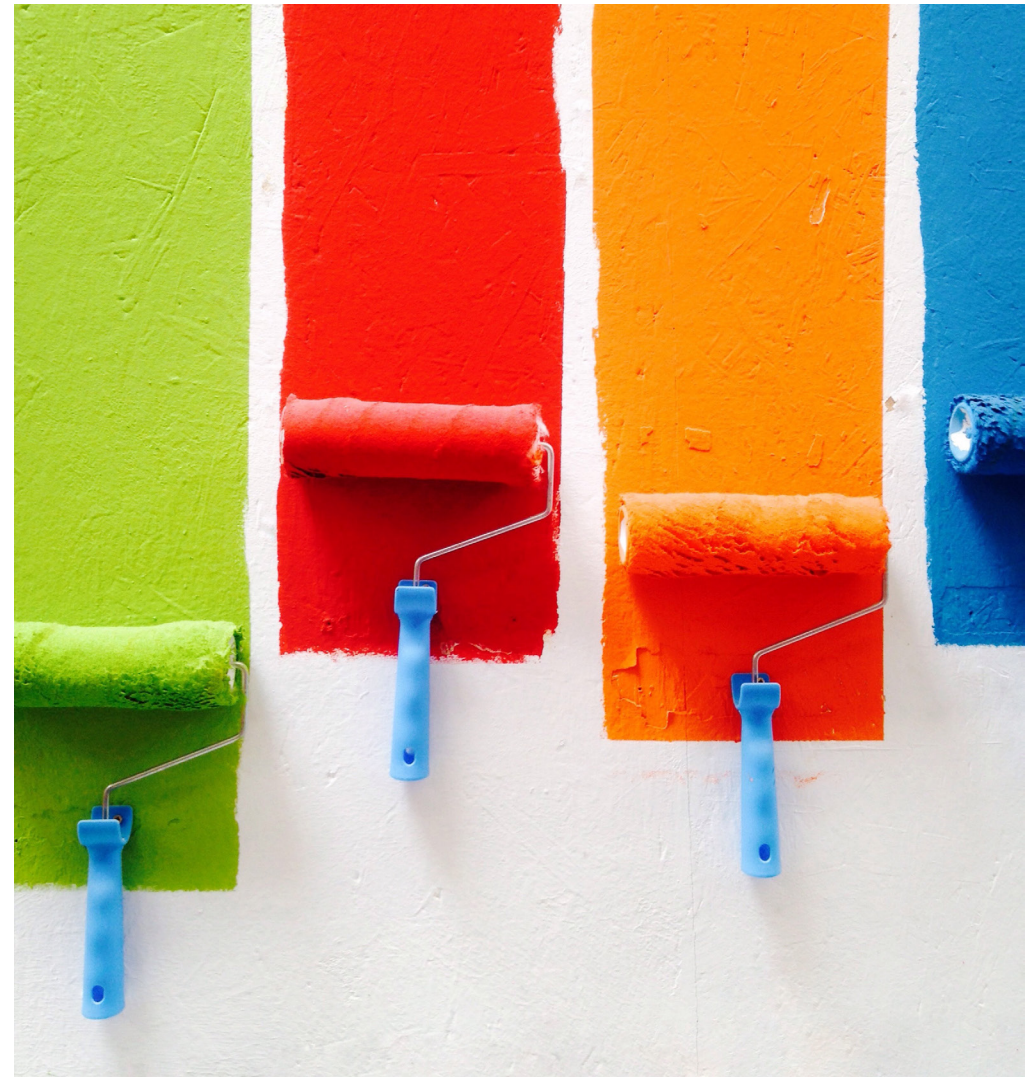
The structural overview.

When looking over the target audiences (schools, young people and youth centres) for this project, the importance of Diversify's objectives should be the first thing they're informed of. This is particularly important given the new regulations coming to schools next year relating to LGBTQ+ matters being taught in schools.

When creating the structure of the website that follows on from the 'Home Header' with the initial important information, the focus was to keep the content clear, open to growth and to highlight the availability of support. The reasons that these factors have been focused on are largely based on the needs of the audience alongside Diversify's activities. When informing teachers and students about a subject, it's good to have a short and sweet version of the subject with the option to delve deeper if needed. The site allows for this whilst also ensuring that it enables for further information to be shared. Here, the structure accommodates for the fact that the groups that Diversify are teaching about require many forms of support, so being able to inform them of other organisations which can offer that support they need can help those communities as a whole. Through its structure, the site is also designed not only support the people going through your training need, but also the support that teachers who haven't gone through the training yet need.

Importantly, the site structure makes room for further growth within Diversify itself. Should you choose to expand any part of your organisation, your website structure will mould and grow in the direction you are taking; you're even able to hide content until you want to supply as a service.
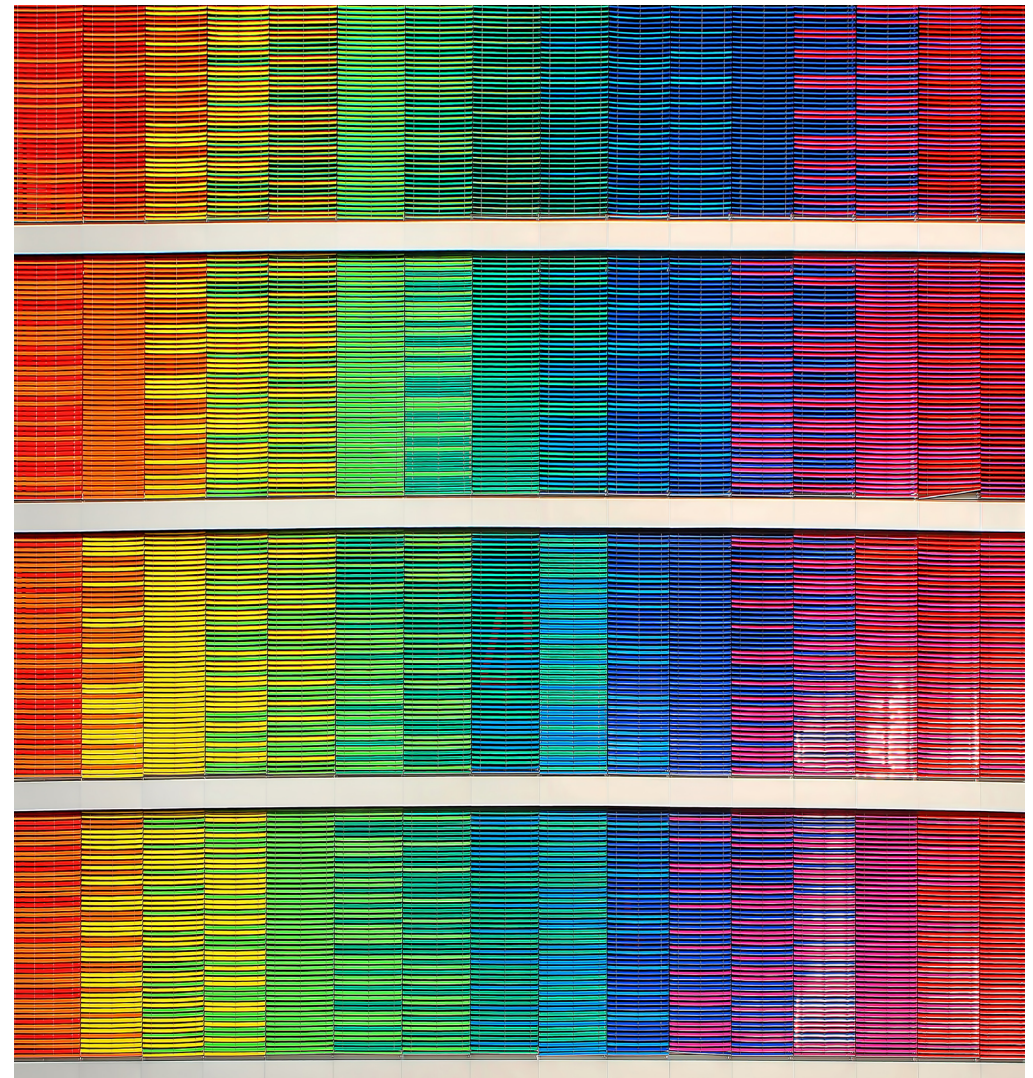
Navigating through the website.

The user will be able to navigate the top-level pages of the website through the 'Primary Navigation' and buttons on the home page. For each of the 'Single' posts, the user can navigate through those from their respective 'Archive' pages.

Having a look at the backend.

Website Page Structure

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                              ┌─────────────┐
                              │ Front Page  │
                              └──────┬──────┘
      ┌──────────┬──────────┬────────┼──────────┬──────────┬──────────┐
┌───────────┐ ┌──────────┐ ┌────────┐ ┌──────────────────┐ ┌────────┐ ┌─────────┐
│Our Causes │ │Workshops │ │Training│ │Support Resources │ │  News  │ │ Contact │
└─────┬─────┘ └──────────┘ └───┬────┘ └────────┬─────────┘ └───┬────┘ └─────────┘
      │                        │               │               │
┌─────────────┐        ┌───────────────┐ ┌──────────────────┐ ┌─────────────┐
│Causes Single│        │Training Single│ │ Support Services │ │ News Single │
└─────────────┘        └───────────────┘ └──────────────────┘ └─────────────┘
                                         ┌──────────────────┐
                                         │Teaching Resources│
                                         └──────────────────┘
                                         ┌──────────────────┐
                                         │Learning Resources│
                                         └──────────────────┘
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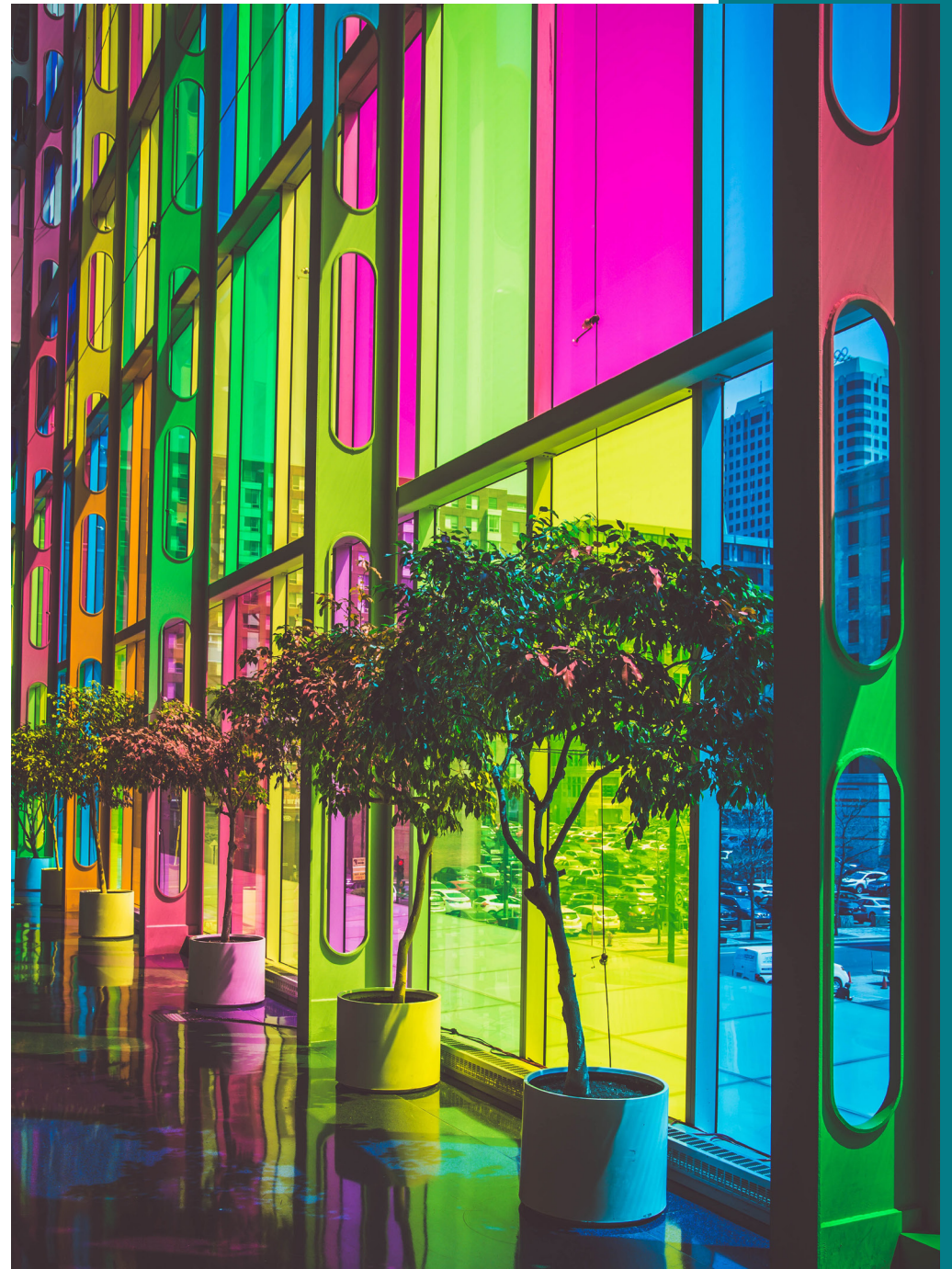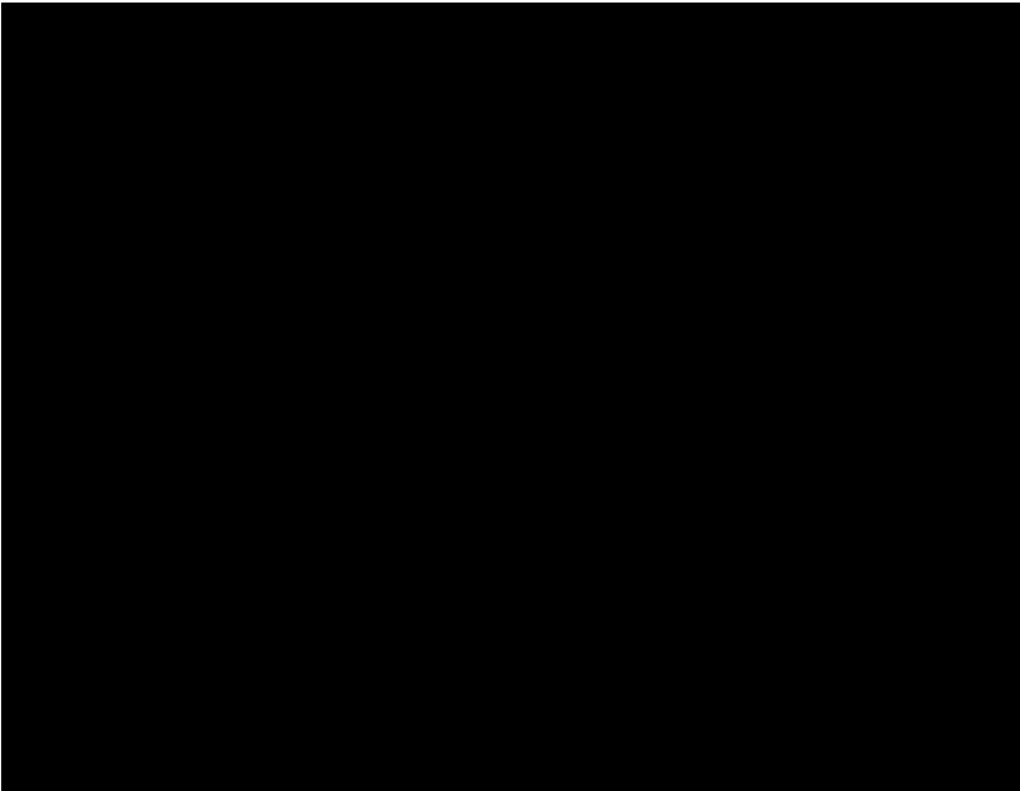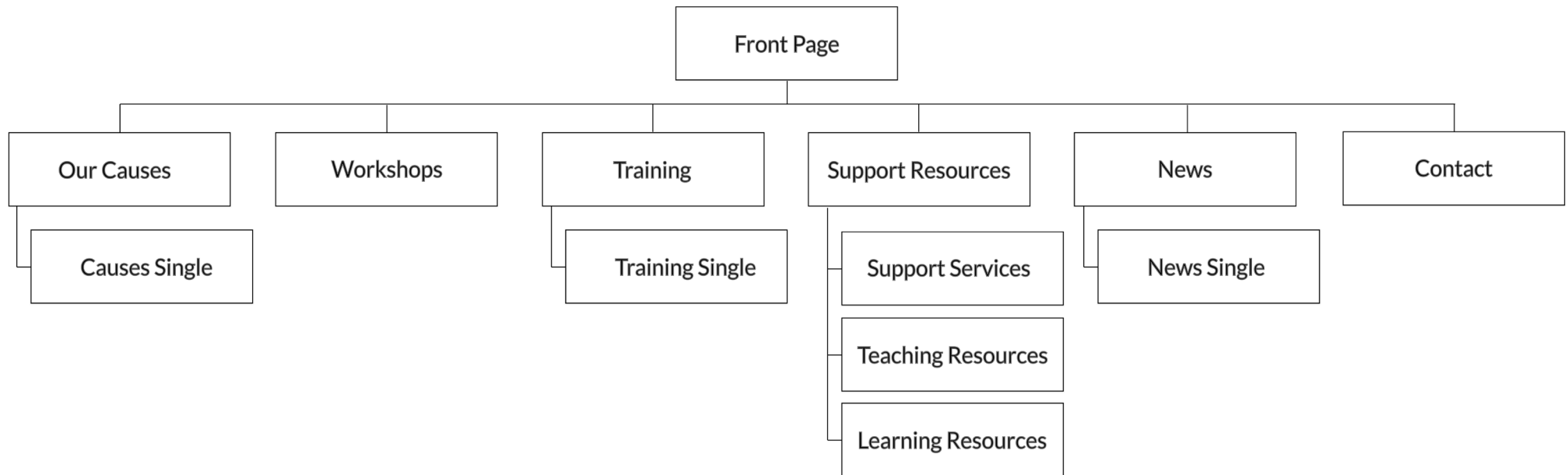
Internal Page Structures

Front Page

Primary Navigation
Home Header Introduction Content Importance of Causes Call To Action
Our Causes Brief Description Button
Workshops Brief Description Button
Training Brief Description Button

Support Services	Teaching Resources	Learning Resources

Call To Action
Footer

Our Causes Archive

Primary Navigation
Internal Header
Introduction Content
Our Causes Posts
Footer

Causes Single

Primary Navigation
Internal Header
Our Causes Content
Footer

Workshops Archive

Primary Navigation
Internal Header
Introduction Content
Workshops Posts
Footer

Workshop Single

Primary Navigation
Internal Header
Training Breakdown
Footer

Training Archive

Primary Navigation
Internal Header
Introduction Content
Training Subjects Posts
Footer

Training Single

Primary Navigation
Internal Header
Training Breakdown
Footer

Support Services

Primary Navigation
Internal Header
Introduction Content
List of other organisations & their contact information who help the same people diversify does
Footer

Teaching Resources

Primary Navigation
Internal Header
Introduction Content
Resources teachers could use
Footer

Learning Resources

Primary Navigation
Internal Header
Introduction Content
Resources trainees or students could use
Footer

News Archive

Primary Navigation
Internal Header
Introduction Content
News Articles
Footer

News Single

Primary Navigation
Internal Header
News Article Content
Footer

Contact

Primary Navigation
Internal Header
Contact Details
Contact Form
Map
Footer

Next steps, and a thank you.

The purpose of this document is to illustrate how the website will be structured and how it will function to suit and enable the purpose of your unique organisation. If you have any questions about the information shared, please feel free to get in touch with us and we'll clarify any details.

This is the optimum time to get the structure of your site aligned with your organisation and vision for your new website. If there are any amendments that you would like to suggest for your proposed site structure, please do let us know at this stage.

If you're happy for us to go ahead based on what has been included in this document, please confirm with ████████ and we'll start designing the concepts that will truly showcase Diversify.

Thank you for taking the time to read this document,

Warmest Regards,

Blake