

Proposal for optimisation of <http://www.centropuccini.it> site (German Version only)

Overview

To optimise the existing <http://www.centropuccini.it> site (German Version only). The benefits of this will be:

- 1) Considerable reduction in file size, resulting in faster download times. This will be particularly beneficial for visitors to the site using dial-up access.
- 2) Reduction in bandwidth charges for the client.
- 3) Easier maintenance of site
- 4) Improved search engine results

The work required to achieve this will involve:

- 1) optimising the structure of the main dreamweaver template file
- 2) optimising the HTML of all associated web pages
- 3) Converting and moving all presentational code from the HTML files to a single CSS file
- 4) Production of a Javascript file (see “Technical Issues” below for details)

Assumptions:

This is not a redesign. The optimised web site will retain the existing look and feel. The following recommendations are however proposed to enhance the existing style and give the site a more consistent look and feel:

- 1) Ensure all text is left justified (at present there is a mix of centre and left justified text) This will give the site a more modern and consistent look and feel
- 2) Increase the line height thereby improving readability of text
- 3) Remove graphic files that may be considered unnecessary to the site’s visual appeal, in order to further reduce file size. Such graphic files would include all animated gifs (flags at the bottom of the page and “apply” banners). These links may be emphasized using CSS if necessary.

Further recommendations may be submitted for approval following acceptance of this proposal.

Browser Compatibility

The site’s appearance will be compatible with all modern browsers including Internet Explorer V5, (Mac and PC), Internet Explorer V6 (PC), Opera V7 and above (Mac and PC), Netscape V7 (Mac and PC) Firefox V0.8 and above (Mac and PC), Safari V1 and above(Mac).

Netscape Navigator V4 users (Mac and PC) will see the content without the presentation due to the browser’s limited support for CSS. The content will also be accessible to

browsers with images disabled, text only browsers and assistive technology such as screen readers.

Technical considerations:

- 1) It is proposed to code the template using XHTML however this will require the client to use XHTML rather than HTML for the mark up of content in the editable area. If the client prefers, HTML may be used instead.
- 2) Due to Internet Explorer's lack of support for the CSS "Minimum Width" declaration, an additional Javascript file will be required to prevent the page being resized and becoming too narrow. This will maintain readability of content and avoid any undesirable overlapping of page elements. This will not have any adverse effect on other browsers. The suggested minimum width is 700px (pixels).

Assets to be provided by the client

Please supply The original Web site, including all original assets (Dreamweaver template, HTML files , CSS file and images in both compressed (jpeg and gif) and uncompressed (original) files) via email as a single .Zip file.

Assets to be submitted to the client on completion

- 1) Dreamweaver template with single editable area for adding content, as per the existing template
- 2) Individual template based web pages including all original content (14 pages in total)
- 3) CSS file
- 4) Javascript file
- 5) Style guide (hard copy and PDF version)
- 6) Guide to maintaining site and conventions to be used when adding content to the editable area to maintain correct presentation of the site's content

The client will also receive 4 weeks of technical support via email from date of delivery.

Time of Delivery

To be instructed by client. Please allow at least 4 weeks from acceptance of job.

Total cost of job

£xxxx (pounds sterling)