1. Define Our Target Audience:

- **Primary users:** Existing consumers and to bring a new customer.
- **Their needs:** They Visitors seeking information about our Services, Solutions and projects. Also, they need to know more about our company and contact us.

2. Outline Our Core Objectives:

- **Clearly articulate your goals:** Introducing our company, the services and solutions we provide, and also attracting new customers.

3. Establish Our Brand Identity:

- **Our brand voice and tone:** Providing news about achievements and events
- **Specify color:** from the logo attached.
- **Provide logo:** attached file.

4. Determine Essential Features and Functionality:

- **Homepage:**
  - Hero section with a clear call to action
  - About us section
  - Services and solutions overview
  - Latest news and blog posts
  - Contact information
- **Services and Solutions Pages:**
  - Detailed descriptions of each offering
  - Case studies and testimonials
- **Customer and Partner Pages:**
  - Logos and brief descriptions
- **News and Blog:**
  - Regularly updated content
  - Search functionality
- **Contact Page:**
  - Contact form
  - Map with location information
  - Social media links

5. Consider User Experience (UX) and User Interface (UI):

- **Navigation:**
  - Intuitive and easy to use
  - Clear menu structure
  - Search functionality
- **Mobile Responsiveness:**
  - Ensure optimal viewing on all devices
- **Accessibility:**
  - Adhere to accessibility standards (e.g., WCAG)
- **Visual Hierarchy:**
  - Guide the user's eye to important information
- **Loading Speed:**
  - Optimize images and code for fast loading times

6. Technical Requirements:

- **Content Management System (CMS):**
  - Specify your preferred CMS (e.g., WordPress, Drupal, or a custom solution)
- **Hosting:**
  - Define hosting requirements (e.g., domain name, web hosting provider)
- **Security:**
  - Implement security measures (e.g., SSL certificates, firewalls)
- **Performance:**
  - Optimize for speed and scalability

7. Additional Considerations:

- **SEO:**
  - Incorporate SEO best practices (e.g., keyword research, meta tags)
- **Analytics:**
  - Integrate analytics tools (e.g., Google Analytics) to track website performance
- **Legal and Compliance:**
  - Adhere to relevant legal and compliance requirements (e.g., privacy policies, terms of service)

o   To help you better understand our needs, please find below some initial details:

- **Company Name:** Petro Baghdad
- **Industry:** Oilfield Services – specializing in providing oil and gas field support and solutions
- **Logo:** Available
- **Content:** We can provide the basic content, but we're open to content writing support if offered.
- **Languages:** Primarily English and Arabic version.
- **Required Pages:** Home, About Us, Services, Projects, Contact Us, News, Partners and customers,

Features Needed:

- Mobile-responsive design
- Contact form
- Integration with social media
- SEO-friendly structure
- Fast loading and secure

Could you please provide the following information:

- A breakdown of your web design packages and pricing
- Any current promotions or offers
- Timeline for design and development
- Required materials or information from our side
- Maintenance or support options after launch