Coolmore Website Design Brief

Project Overview

We are seeking a professional website design company for Coolmore. Our goal is to create an engaging, user-friendly site that reflects our brand values and enhances our online presence. The website will serve as a primary information hub for our customers, offering insights into our stallions, company news, industry expertise etc.

Objectives

- Improve User Experience - design a site that is easy to navigate and is visually appealing.
- Increase Engagement - encourage visitors to explore content and interact with our brand.
- Boost Conversion Rates - drive visitors towards key actions such as contacting a member of the sales team, signing up to our email campaigns, submitting a nomination application etc.

Target Audience

- Primary - current clients, potential clients, industry partners, and stakeholders.
- Secondary – racing fans.

Key Features

- Responsive Design - ensure the site is fully functional and aesthetically pleasing on all devices.
- Intuitive Navigation - simple, logical menu structure and breadcrumb trails.
- High-Quality Content - engaging and relevant content that is easy to read and understand.
- SEO Optimization - incorporate SEO best practices to improve search engine ranking.
- Interactive Elements - functional forms and social media integration.
- Analytics Integration - tools to monitor site performance and user behaviour and incorporate monthly reporting.
- Geolocation

Design Preferences

- Style - clean, modern, and professional with a touch of creativity.
- Colour Scheme - use Coolmore's primary colours and branding complemented by neutral tones.
- Typography – refer to the Coolmore brand guidelines.

Content Requirements/Wishlist

- My Coolmore – essentially a customer portal which helps the registration process and customer experience. This will work hand in hand with the new CRM system when developed. To include but not limited to:
    - Veterinary & blood work
    - Passport records
    - Pedigree updates/interactive pedigrees
    - Tailored marketing offerings
    - Invoicing
    - Notification when covering cert is released
    - Contracts

Please note we currently have three forms on the website under the Coolmore America section – the Breeding Shed Form, the Mare Information Sheet and Stallion Service Certificate Request Form. These are filled out by clients and automatically emailed to the relevant staff in Coolmore America to process. However, they are very basic and need improvement.

- Coolmore Ireland, America, Australia and National Hunt will follow a similar layout:
    - Homepage
    - About Us to include but not limited to:
        - History
        - Farming
        - Boarding
        - Employment
    - Stallions – profile to include images, description, nicking tools, pedigree, race record, stud record, videos and news.
    - News
    - Nomination Application form – needs to be more user friendly and enticing than the current offering.
    - Coolmore TV - for each section (Ireland, America, Australia and National Hunt), which shows videos relevant to that area and its stallions. Include virtual tours, which will also feature on the About Us pages.
    - Contact Us – needs to be more inviting and interactive.
        - A drop-down bio on each individual?
        - Location map
        - Contact form
    - Interactive online brochure
    - Forms
    - More

- Ballydoyle section to include:
    - Homepage
    - About Us to include Aidan O'Brien
    - Latest News
    - Declarations
    - Racehorses sold
    - Ballydoyle TV
- Tourism section to include:
    - The Cashel Palace
    - Fethard Horse Country Experience
    - Sadlers
    - Mikey Ryans
    - Other offerings from the Coolmore group
- Coolmore Collection – separate ecommerce site but linked to the main Coolmore website (this will be managed and updated by a different division of the company, hence the different website).

Functional Requirements

- CMS - easy-to-use Content Management System for regular updates.
- Security Features - SSL encryption, secure forms, data protection measures, cookies, privacy policy etc.
- Anit-spam measures on all forms.