

<u>InsideFutbol.com Specs - Development work</u>						
<u>Site setup on server and development</u>						
--> Live site to remain active until new site is signed off and uploaded.						
--> Developers to work locally, then upload to a dev environment on our server for testing (to be done in stages) and when the new site is finished.						
--> Prior to deployment, current site will be relocated to another environment on our server to enable for easy redeployment if needed.						
<u>Transferral of current db (100k+ posts)</u>						
--> Post categories of new site do not match categories on old site. We have drastically reduced the number of categories, so during the transfer of the database we need to ensure that the posts are moved into the correct new categories. For full details see tabs 'Categories - new site', 'Categories - old site' and 'Categories - TRANSFER' .						
--> FYI: We publish new posts on a daily, often hourly basis. As such, we will need to ensure that the database is up to date shortly before the launch of the new site.						
--> The format of the posts on the old site will not match the format of the posts on the new site (different font, image position, position of adverts etc.). This is fine and the format of the old posts will not need to be adapted by the developer team as many posts are quickly out of date anyway and will not receive a lot of traffic after a week or so. Inside Futbol will change the format of the posts where deemed necessary. Important: In order to ensure a smooth transition, we suggest that the full database is uploaded around one week before site launch. Our editorial team will then publish posts on both the new and old site and adjust the formatting accordingly, so that the most recently published posts don't look out of place.						
<u>Responsive layout</u>						
--> Image files available on http://xyz.insidefutbol.com/dev_quote/Design%20files/ ; layered files available on Figma.						
--> Need to agree on framework/theme. We need something that is up to date with latest technology, but highly adaptable/scalable, ideally open source with a large supporting community.						
--> Need to agree on px width as to when layout changes from desktop to tablet and tablet to mobile.						
--> Detailed explanation of responsive behaviour available below:						
Header --> line 119 ff.						
Footer --> line 160						
Homepage --> line 193 ff						
Club pages --> line 268 ff						
Simple pages --> line 293 ff.						
Post pages --> line 402 ff						
<u>WP admin</u> to be used as CMS						
<u>Site speed</u>						
- Developer to advise prior to project start on measures to be implemented to guarantee a fast page load.						
- We will use PageSpeed Insights to measure load time and are aiming for the results to be in the green spectrum at launch.						

	Advertising banners								
A)	Display advertising banners (e.g. 970x250, 300x600, 728x90, 300x250)								
	--> Currently added directly in the code, so needs developer input. Preferred option is facility to add code through WP, but may not work as well with code provided by advertising partners.								
	Prior to adding directly, we used "Adrotate Pro" plugin for all display ads on current live site. A similar setup would be ideal.								
	--> <i>Note:</i> These sections sometimes display smaller banners than the ones indicated, and sometimes wider/longer banners (space/layout permitting). This is beyond our control (ads sent by advertising company). The space should therefore be flexible, and ads should not be cut off.								
	--> If no ad showing, then space should collapse (rather than white blank space) where it would otherwise have a negative impact on page flow.								
B)	High impact advertising banners								
	--> There are several high-impact ad formats on the current site, which will likely need to be added to the new site as well.								
	These currently include (but are subject to change as and when there is demand for a new format/a new campaign):								
	- in-post video player, which opens up as the user scrolls down the post page.								
	- sticky ads at the bottom or right-hand/left-hand side of the page								
	- ad skins, which wrap around the site (desktop)								
	- in-image ads, which appear within an image (e.g. in-post image)								
	--> Instructions with regard to the scripts implementation are always provided by the respective advertising company.								
	--> At the time of the new site's launch, we require the high-impact ad formats on the new site to match those of the old site.								
	RSS feed	IMPORTANT							
	--> our current RSS feed is: http://www.insidefutbol.com/feed/?cat=1%2C21%2C61%2C39%2C38%2C42%2C65%2C61								
	It is vitally important that the address of the RSS feed on the new site does not change, i.e. that the above RSS feed can still be used and captures all published posts.								
	The only new exception here is posts from the Miscellaneous category (see tab 'Categories - new site'), which should not appear in the RSS feed.								
	Push notification pop-up & banners								
	--> when accessing the site, the user will be prompted with a pop-up message asking if he would like to receive regular updates from the site.								
	There are several providers, such as OneSignal or PowerInBox, which allow you to integrate this. Provider to be confirmed by Inside Futbol prior to project launch/during project.								
	--> Club pages and post pages should also have this pop-up when accessed, but club specific. For example on an Arsenal post, the user should be given the option to subscribe to Arsenal notifications.								
	--> We are also looking to use banners on the homepage, club and post pages, which advertise the notifications/let the user subscribe to the notifications.								
	Full details of requirements and instructions to be provided when notification provider has been chosen by Inside Futbol.								
	Quantcast								
	--> CMP tool: We are currently using Quantcast on the live site and need the same setup on the new site.								

Clicky & Google Analytics			
--> both analytics programmes currently set up directly in code on live site, rather than via plugin. We're open to both options, but our main concern is site speed. We don't desperately need access to the stats via the WP admin.			
Links (format, behaviour)			
Link text to change to colour #FF6A00 when user moves his mouse over link or accesses it			
Header			
Set-up:			
Logo --> links to:	http://www.insidefutbol.com/	(exists on current site)	
Transfers --> links to:	http://www.insidefutbol.com/transfers/	(exists on current site)	
News --> links to:	http://www.insidefutbol.com/football-news/	on current site: http://www.insidefutbol.com/category/news/ --> old URL should redirect to new URL	
Clubs --> opens up dropdown menu			
English Football --> links to:	http://www.insidefutbol.com/english-football-news/	on current site: http://www.insidefutbol.com/category/countries/england/ --> old URL should redirect to new URL	
Arsenal --> links to:	http://www.insidefutbol.com/arsenal/	(exists on current site)	
Chelsea --> links to:	http://www.insidefutbol.com/chelsea/	(exists on current site)	
Everton --> links to:	http://www.insidefutbol.com/everton/	does not exist on current site	
Liverpool --> links to:	http://www.insidefutbol.com/liverpool/	(exists on current site)	
Manchester City --> links to:	http://www.insidefutbol.com/manchester-city/	(exists on current site)	
Manchester United --> links to:	http://www.insidefutbol.com/manchester-united/	(exists on current site)	
Newcastle United --> links to:	http://www.insidefutbol.com/newcastle-united/	does not exist on current site	
Tottenham Hotspur --> links to:	http://www.insidefutbol.com/tottenham-hotspur/	(exists on current site)	
Leeds United --> links to:	http://www.insidefutbol.com/leeds-united/	(exists on current site)	
Scottish Football --> links to:	http://www.insidefutbol.com/scottish-football-news/	does not exist on current site	
Celtic --> links to:	http://www.insidefutbol.com/celtic/	(exists on current site)	
Rangers --> links to:	http://www.insidefutbol.com/rangers/	(exists on current site)	
Features & Interviews --> links to:	http://www.insidefutbol.com/football-features-interviews/	on current site: http://www.insidefutbol.com/category/features/ --> old URL should redirect to new URL	
Search --> opens up search box/facility			
FB --> links to:	https://www.facebook.com/InsideFutbol/		
Twitter --> links to:	https://twitter.com/insidefutbol		
Menu --> opens up dropdown menu			
Latest Football News --> links to:	http://www.insidefutbol.com/football-news/	on current site: http://www.insidefutbol.com/category/news/ --> old URL should redirect to new URL	
Latest Premier League News --> links to:	http://www.insidefutbol.com/english-football-news/	on current site: http://www.insidefutbol.com/category/countries/england/ --> old URL should redirect to new URL	
Football Transfer News --> links to:	http://www.insidefutbol.com/transfers/	(exists on current site)	
Football Transfer Rumours --> links to:	http://www.insidefutbol.com/transfers/	(exists on current site)	

Arsenal Football News --> links to:	http://www.insidefutbol.com/arsenal/	(exists on current site)			
Chelsea Football News --> links to:	http://www.insidefutbol.com/chelsea/	(exists on current site)			
Everton Football News --> links to:	http://www.insidefutbol.com/everton/	does not exist on current site			
Liverpool Football News --> links to:	http://www.insidefutbol.com/liverpool/	(exists on current site)			
Manchester City Football News --> links to:	http://www.insidefutbol.com/manchester-city/	(exists on current site)			
Manchester United Football News --> links to:	http://www.insidefutbol.com/manchester-united/	(exists on current site)			
Newcastle United Football News --> links to:	http://www.insidefutbol.com/newcastle-united/	does not exist on current site			
Tottenham Hotspur Football News --> links to:	http://www.insidefutbol.com/tottenham-hotspur/	(exists on current site)			
Leeds United Football News --> links to:	http://www.insidefutbol.com/leeds-united/	(exists on current site)			
Latest Scottish Premiership News --> links to:	http://www.insidefutbol.com/scottish-football-news/	does not exist on current site			
Celtic Football News --> links to:	http://www.insidefutbol.com/celtic/	(exists on current site)			
Rangers Football New --> links to:	http://www.insidefutbol.com/rangers/	(exists on current site)			
Football Features & Interviews --> links to:	http://www.insidefutbol.com/football-features-interviews/	on current site: http://www.insidefutbol.com/category/features/ --> old URL should redirect to new URL			
Responsive behaviour:					
Desktop to Tablet: "Features & Interviews" to disappear.					
Tablet to Mobile: "News", "Clubs" and "Transfers" to appear underneath logo and menu (change of background colour). Search to appear in menu.					
General behaviour:					
- Sticky header --> header remains at the top of the page when user scrolls down. (example: https://www.mirror.co.uk/)					
- Dropdown menus --> when opened up, dropdown menu pushes rest of the page content down (see dropdown files: xyz.insidefutbol.com/dev_quote/Design files/0_Dropdown ; layered files also available on Figma)					
Examples of this can be seen on https://www.givemesport.com/					
Important: There needs to be 50px padding between the lowest clickable link in the dropdown menu and the display advertising banner #1 underneath it.					
Footer					
Set-up:					
Logo --> links to:	http://www.insidefutbol.com/				
Text underneath logo --> should be customisable in backend.					
About Inside Futbol --> links to:	http://www.insidefutbol.com/about-us/	(exists on current site)			
Advertising --> links to:	http://www.insidefutbol.com/advertising/	does not exist on current site			
Contact Us --> links to:	http://www.insidefutbol.com/contact-us/	(exists on current site)			
Cookie & Privacy Policy --> links to:	http://www.insidefutbol.com/cookie-privacy-policy/	does not exist on current site			
Join Inside Futbol --> static text					
FB --> links to:	https://www.facebook.com/InsideFutbol/				
Twitter --> links to:	https://twitter.com/insidefutbol				

	Latest Football News --> links to:	http://www.insidefutbol.com/football-news/	on current site: http://www.insidefutbol.com/category/news/ --> old URL should redirect to new URL				
	Latest Premier League News --> links to:	http://www.insidefutbol.com/english-football-news/	on current site: http://www.insidefutbol.com/category/countries/england/ --> old URL should redirect to new URL				
	Football Transfer News --> links to:	http://www.insidefutbol.com/transfers/	(exists on current site)				
	Football Transfer Rumours --> links to:	http://www.insidefutbol.com/transfers/	(exists on current site)				
	Arsenal Football News --> links to:	http://www.insidefutbol.com/arsenal/	(exists on current site)				
	Chelsea Football News --> links to:	http://www.insidefutbol.com/chelsea/	(exists on current site)				
	Everton Football News --> links to:	http://www.insidefutbol.com/everton/	does not exist on current site				
	Liverpool Football News --> links to:	http://www.insidefutbol.com/liverpool/	(exists on current site)				
	Manchester City Football News --> links to:	http://www.insidefutbol.com/manchester-city/	(exists on current site)				
	Manchester United Football News --> links to:	http://www.insidefutbol.com/manchester-united/	(exists on current site)				
	Newcastle United Football News --> links to:	http://www.insidefutbol.com/newcastle-united/	does not exist on current site				
	Tottenham Hotspur Football News --> links to:	http://www.insidefutbol.com/tottenham-hotspur/	(exists on current site)				
	Leeds United Football News --> links to:	http://www.insidefutbol.com/leeds-united/	(exists on current site)				
	Latest Scottish Premiership News --> links to:	http://www.insidefutbol.com/scottish-football-news/	does not exist on current site				
	Celtic Football News --> links to:	http://www.insidefutbol.com/celtic/	(exists on current site)				
	Rangers Football News --> links to:	http://www.insidefutbol.com/rangers/	(exists on current site)				
	Football Features & Interviews --> links to:	http://www.insidefutbol.com/football-features-interviews/	on current site: http://www.insidefutbol.com/category/features/ --> old URL should redirect to new URL				
	All rights reserved / Copyright --> static text, although years should update automatically if possible.						
	Responsive behaviour: three columns on Desktop and Tablet, 1 column on Mobile.						
	Search facility						
	--> accessible via search dropdown menu on desktop and tablet; and in main menu on mobile.						
	--> Keyword search based on post title, post excerpt, as well as keywords in SEO plugin (currently All In One SEO).						
	--> <i>Note:</i> We don't use special characters (such as ä, ü etc.) across the site.						
	Homepage		Image files: http://xyz.insidefutbol.com/dev_quote/Design%20files/1_Homepage/ Sections: http://xyz.insidefutbol.com/dev_quote/Sections/1_Homepage/				
A)	Setup of page						
	Display advertising banners - see line 38						
	NewsNow --> similar setup to display advertising banners. Need the ability to change icon if required.						
	Top Section --> this section should be customisable via the ' Homepage > Top stories - top ' and ' Homepage > Top stories - sub ' sub categories in the backend (see tab 'Categories - new site'): If administrator selects ' Homepage > Top stories - top ' then the post appears at the very top (big image) in the Top Section. If administrator selects ' Homepage > Top stories - sub ' then the post appears in the second row of the Top Section (smaller images). If no or not sufficient posts are selected then the most recently published post(s) will appear in these sections, in chronological order.						

	<p>--> Each post has the following displayed:</p> <ul style="list-style-type: none"> - Image (fetched from 'Featured Image' facility on post page in backend - see line 461); links to the respective post page. - Club category or News/Features category (as selected in backend; see behaviour in line 381); links to the respective club page, region page or News/Features & Interviews page. - Post title (fetched from 'Short title' on post page in backend - see line 459); links to the respective post page. 				
	<p>Latest News --> six most recently published posts from "News" category. To appear in chronological order.</p> <p>--> click on "MORE FOOTBALL NEWS" button: opens up another six posts from that category on desktop or sends user to News page (http://www.insidefutbol.com/football-news/) on tablet and mobile.</p> <p>--> when clicking on button a second time on desktop, reader is directed to News page (http://www.insidefutbol.com/football-news/)</p> <p>--> Notification banner: TBC (see line 60 ff)</p>				
	<p>--> Each post has the following displayed:</p> <ul style="list-style-type: none"> - Image (fetched from 'Featured Image' facility on post page in backend - see line 461); links to the respective post page. - Club category or News/Features category (as selected in backend; see behaviour in line 381); links to the respective club page, region page or News/Features & Interviews page. - Post title (fetched from 'Short title' on post page in backend - see line 459); links to the respective post page. 				
	<p>Special</p> <p>--> should be customisable, i.e. editor selects post by ticking "Special" in backend. Most recently published post from this category to appear.</p> <p>--> each post has the following displayed: Image (fetched from 'Featured Image' facility on post page in backend - see line 461); and Post title (fetched from 'Short title' on post page in backend - see line 459). Both link to the respective post page.</p>				
	<p>Club section --> club shirts and text to link to the respective club pages:</p>				
	Arsenal --> links to:	http://www.insidefutbol.com/arsenal/			
	Chelsea --> links to:	http://www.insidefutbol.com/chelsea/			
	Everton --> links to:	http://www.insidefutbol.com/everton/			
	Liverpool --> links to:	http://www.insidefutbol.com/liverpool/			
	Manchester City --> links to:	http://www.insidefutbol.com/manchester-city/			
	Manchester United --> links to:	http://www.insidefutbol.com/manchester-united/			
	Newcastle United --> links to:	http://www.insidefutbol.com/newcastle-united/			
	Tottenham Hotspur --> links to:	http://www.insidefutbol.com/tottenham-hotspur/			
	Leeds United --> links to:	http://www.insidefutbol.com/leeds-united/			
	Celtic --> links to:	http://www.insidefutbol.com/celtic/			
	Rangers --> links to:	http://www.insidefutbol.com/rangers/			
	<p>Transfer section --> six most recently published posts from "Clubs > Transfers" category.</p> <p>--> click on "MORE TRANSFER NEWS" button: sends user to Transfer page (http://www.insidefutbol.com/transfers/) on desktop, tablet and mobile.</p> <p>--> Notification banner: TBC (see line 60 ff)</p> <p>--> each post has the following displayed: Image (fetched from 'Featured Image' facility on post page in backend - see line 461); and Post title (fetched from 'Short title' on post page in backend - see line 459). Both link to the respective post page.</p>				
	<p>Features section</p> <p>--> this section should be customisable via the 'Homepage > Features - top' and 'Homepage > Features - sub' sub categories in the backend (see tab 'Categories - new site'):</p> <p>If administrator selects 'Homepage > Features - top' then the post appears at the very top (big image) in the Features section.</p> <p>If administrator selects 'Homepage > Features - sub' then the post appears in the second row of the Features Section (smaller images).</p> <p>If no or not sufficient posts are selected then the most recently published post(s) from the 'Features & Interviews' category will appear in these sections, in chronological order.</p>				
	<p>--> each post has the following displayed: Image (fetched from 'Featured Image' facility on post page in backend - see line 461); and Post title (fetched from 'Short title' on post page in backend - see line 459). Both link to the respective post page.</p> <p>--> Click on 'More Features' button directs user to Features & Interviews page (http://www.insidefutbol.com/football-features-interviews/)</p>				
B)	Responsive behaviour	refer to files in Sections: http://xyz.insidefutbol.com/dev_quote/Sections/1_Homepage/			
	Display advertising banner (#1): Desktop: 970x250 ad > Tablet: 728x90 ad > Mobile: 300x250 ad				

	Arsenal page: pulls in all posts from 'Clubs > English Football > Arsenal'. To be displayed in chronological order, with most recent at the top.			
	Chelsea page: pulls in all posts from 'Clubs > English Football > Chelsea'. To be displayed in chronological order, with most recent at the top.			
	Everton page: pulls in all posts from 'Clubs > English Football > Everton'. To be displayed in chronological order, with most recent at the top.			
	Liverpool page: pulls in all posts from 'Clubs > English Football > Liverpool'. To be displayed in chronological order, with most recent at the top.			
	Manchester City page: pulls in all posts from 'Clubs > English Football > Manchester City'. To be displayed in chronological order, with most recent at the top.			
	Manchester United page: pulls in all posts from 'Clubs > English Football > Manchester United'. To be displayed in chronological order, with most recent at the top.			
	Newcastle United page: pulls in all posts from 'Clubs > English Football > Newcastle United'. To be displayed in chronological order, with most recent at the top.			
	Leeds United page: pulls in all posts from 'Clubs > English Football > Leeds United'. To be displayed in chronological order, with most recent at the top.			
	Celtic page: pulls in all posts from 'Clubs > Scottish Football > Celtic'. To be displayed in chronological order, with most recent at the top.			
	Rangers page: pulls in all posts from 'Clubs > Scottish Football > Rangers'. To be displayed in chronological order, with most recent at the top.			
	<i>Note:</i> posts can appear on several pages. For example, a post could have 'Arsenal', 'News' and 'Transfers' selected. It would then appear on four pages: English Football, Arsenal, News and Transfers.			
	--> Each post has the following displayed: - Image (fetched from 'Featured Image' facility on post page in backend - see line 461); links to the respective post page. - Post title (fetched from 'Short title' on post page in backend - see line 459); links to the respective post page. EXCEPTION: On the News page , the posts also have the Club category or News/Features category displayed (above post title), which links to the respective club page, region page or News/Features & Interviews page. See behaviour in line 381. --> see layout on http://xyz.insidefutbol.com/dev_quote/Design%20files/2_Club%20pages/News page			
B)	Setup of page:			
	Display advertising banners - see line 38			
	NewsNow --> similar setup to display advertising banners. Need the ability to change icon if required.			
	Orange banner --> text see line 251			
	Top Section --> 5 most recently published posts from respective category (see line 217 ff). To appear in chronological order, with most recent post at the top.			
	More News Section --> next nine (desktop/mobile) / eight (tablet) most recently published posts from respective category to appear in More News section, again in chronological order, with most recent posts in the top row. --> click on "MORE [x] NEWS" button: opens up another nine posts from that category on desktop / eight posts on tablet / nine on mobile. --> button can be clicked five times, following same behaviour as per the above. --> Notification banner: TBC (see line 60 ff)			
C)	Text of orange banner / More section / Blue More button			
	<u>Text of orange banner</u>	<u>More section</u>	<u>Blue More button (desktop/tablet)</u>	<u>Blue More button (mobile)</u>
	News page:	Latest News	More News	see line 278
	Features & Interviews page:	Features & Interviews	More Features & Interviews	see line 278
	Transfer page:	Transfer News	More Transfer News	
	English Football page:	English Football	More on English Football	
	Scottish Football page:	Scottish Football	More on Scottish Football	
	Arsenal page:	Arsenal	More Arsenal News	

	Chelsea page:	Chelsea	More Chelsea News				
	Everton page:	Everton	More Everton News				
	Liverpool page:	Liverpool	More Liverpool News				
	Manchester City page:	Manchester City	More Manchester City News				
	Manchester United page:	Manchester United	More Manchester United News				
	Newcastle United page:	Newcastle United	More Newcastle United News				
	Leeds United page:	Leeds United	More Leeds United News				
	Celtic page:	Celtic	More Celtic News				
	Rangers page:	Rangers	More Rangers News				
D)	Responsive behaviour	refer to files in Sections: http://xyz.insidefutbol.com/dev_quote/Sections/2_Club pages					
	Display advertising banner (#1): Desktop: 970x250 px ad > Tablet: 728x90 px ad > Mobile: 300x250 px ad.						
	Top section: Desktop/Tablet: one post with big image (and larger font) at top, two rows with two posts with smaller images (and smaller font) underneath > Mobile: all five posts to appear underneath each other (images and font same size)						
	Orange banner: no changes (apart from size)						
	NewsNow: Desktop: visible > Tablet/Mobile: not visible.						
	Display advertising banner (#2) [Notification banner]: Desktop: 300x250 px ad > Tablet: 728x90 px ad > Mobile: 300x250 px ad						
	Display advertising banner (#3): Desktop: 300x360px ad > Tablet/Mobile: not visible						
	Display advertising banner (#4): Desktop: 970x250 px ad > Tablet: 728x90 px ad > Mobile: 360x360px ad						
	More News section: Desktop: three rows with three posts each (images and font all same size) > Tablet: four rows with two posts each (images and font all same size) --> ninth post will only appear when more posts are loaded through 'More [x] News' button > Mobile: all nine posts to appear underneath each other (all same size)						
	Blue More button: Text for some clubs/regions etc. may be too long when layout shrinks down. Please adapt text as follows when this is the case:						
	Page	Long text on blue button	Short text on blue button				
	News	More News	More News				
	Features & Interviews	More Features & Interviews	More Features				
	Transfers	More Transfer News	More Transfers				
	English Football	More English Football News	More English Football				
	Scottish Football	More Scottish Football News	More Scottish Football				
	Arsenal	More Arsenal News	More Arsenal News				
	Chelsea	More Chelsea News	More Chelsea News				
	Everton	More Everton News	More Everton News				
	Liverpool	More Liverpool News	More Liverpool News				
	Manchester City	More Manchester City News	More Man City News				
	Manchester United	More Manchester United News	More Man Utd News				
	Newcastle United	More Newcastle United News	More Newcastle News				
	Leeds United	More Leeds United News	More Leeds News				
	Celtic	More Celtic News	More Celtic News				
	Rangers	More Rangers News	More Rangers News				
	Notification banner: TBC (see line 60 ff)						
	Display advertising banner (#5): Desktop: 970x250 px ad > Tablet: 728x90px ad > Mobile: 360x360px ad.						

	<u>Simple pages (About Inside Futbol, Advertising, Contact Us, Cookie & Privacy Policy, Search results)</u>	Image files: http://xyz.insidefutbol.com/dev_quote/Design%20files/3_Simple page Sections: http://xyz.insidefutbol.com/dev_quote/Sections/3_Simple pages
A)	<u>Setup of page:</u>	
	--> to be set up as "pages" in Wordpress admin. Content needs to be editable by WP administrator.	
	Display advertising banners - see line 38	
	NewsNow --> similar setup to display advertising banners. Need the ability to change icon if required.	
	Content --> Content (title and actual text) to be pulled in from WP admin.	
	<i>Exception: Search results</i>	
	--> When site user searches for keywords via the search facility in the header (desktop/tablet) / menu (mobile), the results are displayed using the same "simple page" layout.	
	Page title: Search results	
	Content: Posts containing keywords (split into: Post title, Publishing date, Post excerpt)	
	--> see http://xyz.insidefutbol.com/dev_quote/Design%20files/3_Simple%20page/search%20page/	
B)	<u>Responsive behaviour:</u> refer to files in \Sections\Simple pages	
	Display advertising banner #1: Desktop: 970x250px ad > Tablet: 728x90px ad > Mobile: 300x250px ad	
	Content: Desktop/Tablet/Mobile: no changes	
	NewsNow: Desktop: visible > Tablet/Mobile: not visible	
	Display advertising banner #2: Desktop: 300x250px ad > Tablet/Mobile: not visible	
	Display advertising banner #3: Desktop: 300x600px ad > Tablet/Mobile: not visible	
	Display advertising banner #4: Desktop: 970x250px ad > Tablet/Mobile: 300x600px ad	

Publishing date: As per publishing date in backend. Format: [dd]/[mm]/[yyyy], [hh:mm] [BST/GMT]			
--> BST (summer time) and GMT (winter time) should automatically switch as on live site.			
Post author: If post is published by an administrator, editor or contributor , then the post author should automatically be 'INSIDE FUTBOL'.			
If a post is published by an author , then the post author should display the name from the author's profile.			
Social bookmarking: Ideally set up via Social Warfare plugin. Happy to discuss alternatives if there is something better. In addition to FB and Twitter we would also like to include WhatsApp on mobile.			
b) Content:			
Image 1, opening paragraph and remaining text, image 2 as well as in-post display ads (see display advertising banner #4, #5, #6 and #9) to be pulled in from backend post editor.			
Image 1: To be uploaded in-post at backend by editorial team.			
Opening paragraph: Should automatically appear in bold, with orange line extending to full height on the left.			
Text: Remaining text to appear as per editor.			
Image 2: To be uploaded in-post at backend by editorial team.			
In-post ads: We currently use a mixture of placeholders (through Adrotate plugin) and direct scripts in the post's source code. The code specifies on which device ads appear, i.e. desktop, tablet or mobile.			
We are looking for a similar setup, so that we can make changes to the ads easily. Ideally placeholders (this may need testing though as some advertisers' scripts don't work well via Adrotate placeholders), so that ads can be changed quickly across all posts.			
c) RHS:			
NewsNow --> similar setup to display advertising banners. Need the ability to change icon if required.			
Latest club news section:			
--> section to display the last three (desktop) / four (tablet) / two (mobile) posts from the same category. See behaviour in line 381 below.			
--> Posts consist of: desktop - image (from 'Featured Image', see line 461) and 'Short title' (see line 459); tablet/mobile - 'Short title' (see line 459).			
--> Header & Blue More Button: text to display as follows:			
<u>Post - main category</u>	<u>Header text (desktop)</u>	<u>Blue More button (desktop)</u>	<u>Header text (tablet/mobile)</u>
News	Latest News	More News	More News:
Features & Interviews	Latest Features	More Features	More Features & Interviews:
English Football	Latest English News	More English News	More on English Football:
Scottish Football	Latest Scottish News	More Scottish News	More on Scottish Football:
Transfers	Latest Transfer News	More Transfer News	More Transfer News:
Arsenal	Latest Arsenal News	More Arsenal News	More on Arsenal:
Chelsea	Latest Chelsea News	More Chelsea News	More on Chelsea:
Everton	Latest Everton News	More Everton News	More on Everton:
Liverpool	Latest Liverpool News	More Liverpool News	More on Liverpool:
Manchester City	Latest Man City News	More Man City News	More on Man City:
Manchester United	Latest Man Utd News	More Man Utd News	More on Man Utd:
Newcastle United	Latest Newcastle News	More Newcastle News	More on Newcastle:
Tottenham Hotspur	Latest Spurs News	More Spurs News	More on Spurs:
Leeds United	Latest Leeds News	More Leeds News	More on Leeds:
Celtic	Latest Celtic News	More Celtic News	More on Celtic:

Rangers	Latest Rangers News	More Rangers News	More on Rangers:	
<p>Latest club story: --> <i>tablet/mobile only</i> --> displays the most recent post from the same post category. See behaviour in line 381 below. --> Appears within post in front end, but we do not need the ability to edit this section in the backend, so could be automated. --> Consists of image (pulled in from 'Featured Image' on post page - see line 461) and 'Short Title' (see line 459).</p>				
--> <u>Header text:</u>				
Post - main category	Header text			
News	More News			
Features & Interviews	More Features			
English Football	More English Football			
Scottish Football	More Scottish Football			
Transfers	More Transfers			
Arsenal	More Arsenal			
Chelsea	More Chelsea			
Everton	More Everton			
Liverpool	More Liverpool			
Manchester City	More Man City			
Manchester United	More Man Utd			
Newcastle United	More Newcastle			
Tottenham Hotspur	More Spurs			
Leeds United	More Leeds			
Celtic	More Celtic			
Rangers	More Rangers			
<p>FB banner: --> similar setup to display advertising banners. Need the ability to change banner if required.</p> <p>Twitter banner: --> similar setup to display advertising banners. Need the ability to change banner if required.</p>				
<p>Latest News section: --> Displays the last three (desktop) / four (tablet) / two (mobile) posts from the 'News' or 'Features & Interviews' categories, depending on whether post has 'News' or 'Features & Interviews' selected. <i>Note:</i> Our editorial team will never select both 'News' and 'Features & Interviews'. --> this section should not appear if post has only 'News' or 'Features & Interviews' selected as the "Latest Club News" section will already feature the latest news or features. --> Consists of image (pulled in from 'Featured Image' on post page - see line 461), club name (see behaviour in line 381 below) and 'Short Title' (see line 459).</p>				
--> <u>Header / Blue More button text:</u>				
Selected category in backend	Header text (desktop/tablet/mobile)	Blue More button		
News	Latest News	More News		
Features & Interviews	Latest Features	More Features		

B)	Behaviour - Breadcrumb / Latest stories etc
	<p>The sections</p> <ul style="list-style-type: none"> - Breadcrumb (line 310) - Club categories above the post titles in Latest News section (line 375) - Latest Club Story (line 350) and - Latest Club News (line 330) <p>(all on the post page),</p> <p>as well as</p> <ul style="list-style-type: none"> - scroll down on the post page (see line 401), <p>as well as</p> <ul style="list-style-type: none"> - Club categories on Homepage (see line 173 and 175) and - Club categories on News page (see line 242) <p>fetch posts or display the club categories as per the following pattern:</p>
	<p>[Please refer to tab C 'Categories - new site' for list of post categories.]</p>
	<p>- If a post has 'Homepage > Top Stories - top', 'Homepage > Top Stories - sub', 'Homepage > Features - top', 'Homepage > Features - sub', 'Special' or 'Miscellaneous' selected then this should be ignored.</p>
	<p>- If a post has only 'News' or 'Features & Interviews' selected, then the most recent posts from these categories should be fetched (except for post user finds himself on). Breadcrumb and Club categories display the clickable links 'News' or 'Features & Interviews'.</p> <p>Note: Both 'News' and 'Features & Interviews' will not both be selected by our editorial team at the same time.</p>
	<p>- If a post has 'News' or 'Features & Interviews' selected, PLUS one or more categories from the 'Clubs' category family, then the 'Clubs' categories take precedence and 'News'/'Features & Interviews' is ignored.</p>
	<p>e.g. if a post has 'Arsenal' and 'News' selected, then the breadcrumb should display as "English Football > Arsenal". The Club categories on the Homepage and News page should say "Arsenal". Posts fetched in the 'Latest Club Story' and 'Latest Club News' sections should come from the "Arsenal" sub category (except for post user finds himself on).</p>
	<p>e.g. if a post has 'Scottish Football' and 'Features & Interviews' selected, then the breadcrumb/Club categories should display as "Scottish Football" and the posts fetched in the 'Latest Club Story' and 'Latest Club News' should come from the "Scottish Football" category (except for post user finds himself on).</p>
	<p>e.g. if a post has 'Celtic' and 'Features & Interviews' selected, then the breadcrumb should display as "Scottish Football > Celtic". The Club categories on the Homepage and News page should say "Celtic". The posts fetched in the 'Latest Club Story' and 'Latest Club News' sections should come from the "Celtic" category (except for post user finds himself on).</p>
	<p>Note: There will be occasions when more than one club will be selected, e.g. "Arsenal", "Chelsea" and "Liverpool". In such cases, we need the ability to select a 'preferred' category via the backend to determine which posts are going to be fetched and how the breadcrumb/club categories are going to be displayed. (An example of this can be viewed on dev4.insidefutbol.com where the preferred category is selected via a dropdown menu. - see screenshot: 'preferred category.png')</p>
	<p>- If a post has 'News' or 'Features & Interviews' selected, PLUS one or more categories from the 'Clubs' category family, PLUS 'Transfers', then posts should be fetched from the 'Transfers' category and the breadcrumb/club categories say 'Transfers'.</p>
	<p>e.g. if a post has 'News', 'English Football' and 'Transfers' selected, then the breadcrumb/club categories should display as 'Transfers' and posts fetched in the 'Latest Club Story' and 'Latest Club News' sections should come from the 'Transfers' category.</p>
	<p>e.g. if a post has 'News', 'Manchester City' and 'Transfers' selected, then the breadcrumb/club categories should display as 'Transfers' and posts fetched in the 'Latest Club Story' and 'Latest Club News' sections should come from the 'Transfers' category.</p>
C)	Additional functionality

	<p>When reaching the end of a post, the URL automatically changes to that of the next post from the same category (see B) Behaviour - Breadcrumb / Latest stories, line 381) and display that post underneath post 1. This should happen twice, i.e. three posts in total.</p> <p>For examples, please see: http://dev4.insidefutbol.com/2017/09/29/rss-test-5/348692/ and https://www.theonion.com/trump-even-one-death-that-makes-me-look-bad-is-a-trag-1843679603</p>		
D)	<p>Responsive behaviour: See files in Sections: http://xyz.insidefutbol.com/dev_quote/Sections/4_Post pages</p>		
	<p>Display advertising banner #1: <i>Desktop:</i> 970x250px ad > <i>Tablet:</i> 728x90px ad > <i>Mobile:</i> 300x250px ad</p>		
	<p>Carousel: <i>Desktop:</i> four posts (image/title, all same size) > <i>Tablet:</i> three posts (image/title, all same size) > <i>Mobile:</i> not visible</p>		
	<p>Breadcrumb: does not change</p>		
	<p>Next story button: <i>Desktop:</i> appears next to Breadcrumb (on the right); text: "NEXT >" > <i>Tablet:</i> appears next to Breadcrumb (on right); text: "NEXT STORY >" > <i>Mobile:</i> appears underneath Publishing date / Post author; text: "NEXT STORY >"</p>		
	<p>Post title: does not change</p>		
	<p>Publishing date: does not change</p>		
	<p>Post author: does not change</p>		
	<p>Social bookmarking: changes as per plugin; appears underneath Image 1 across devices.</p>		
	<p>Order of items in 'Content':</p>		
	<u>Desktop</u>	<u>Tablet</u>	<u>Mobile</u>
	Image 1	Image 1	Image 1
	Opening paragraph	Opening paragraph	Opening paragraph
	Display advertising banner #4 - 300x250px	Display advertising banner #4 - 728x90px	Display advertising banner #4 - 360x360px
		Display advertising banner #6 - video player	Display advertising banner #6 - video player
	Text	Text	Text
	Image 2	Image 2	Image 2
			Display advertising banner #9 - 300x250px
	Text	Text	Text
	Display advertising banner #5 - 300x250px	Display advertising banner #5 - 728x90px	[Latest club story --> not managed in-post, see line 350]
	Text	Text	Text
	Display advertising banner #6	[Latest club story --> not managed in-post, see line 350]	
	Text		
	<p>Content: the above will be managed via the editor in the backend. Similar to how we manage in-post ads on the live site at the moment, we need the developer to give us the flexibility to make changes to the post layout and position of ads, across the devices. (see example from live site: http://xyz.insidefutbol.com/dev_quote/example_post%20source.txt)</p>		
	<p>Display advertising banner #7: <i>Desktop:</i> ad to appear underneath post content > <i>Tablet/Mobile:</i> ad to appear underneath 'Latest club news section' and 'Display advertising banner 3'</p>		

	<p>--> <u>Short title</u>: we need a facility to add an alternative shorter title, which is then used when the post appears on the homepage, club pages or in the carousel/Latest Club News/Latest News sections. If this section is left blank, then the default post title is used in these instances.</p> <p>[Note: The default post title is always used as the main post title on the post page, even if a short title has been added.</p>						
	<p>--> Preferred category: see section "Post pages" > "(B) Behaviour - Breadcrumb / Latest stories, line 381"; this should ideally be set up via a dropdown menu, like on dev4 (see screenshot 'http://xyz.insidefutbol.com/dev_quote/preferred%20category.png').</p>						
	<p>--> <u>Featured Image</u>: to be used when displaying post on homepage, club (regions/news...) pages and Latest News/Club News/carousel sections on post pages.</p>						
	<p>Best method to be discussed. When working on dev3 and dev4, we used a cropping plugin as the images had different ratios depending on where they appeared. However, this did not work well and we have since revised the ratios of the images to hopefully avoid the need for cropping.</p>						
	<p>--> in-post images: user should have ability to access image library and add/change images to the post. (At the moment, we add in-post images manually by changing the path to the relevant image at xyz.insidefutbol.com, but this can only be done by experienced team members and is not user friendly.</p>						
	<p>--> we need a facility to publish posts similar to the below (see link), containing several images with text to cycle through:</p>						
	<p>https://www.fourfourtwo.com/gallery/25-players-we-wished-had-played-premier-league-didnt</p>						
D)	<p><u>Plugins (on live site):</u></p>	<p>Note: we are happy to discuss alternatives if there are better plugins/solutions available.</p>					
	<p>--> Plugin requirements to be discussed during development work.</p>						
	<p>Please see below a list of the current plugins from the live site, including those we believe we no longer require.</p>						
	<p><u>Current plugins on live site:</u></p>						
	Social Warfare	--> this is not used on the live site, but is the plugin we used on dev3 and dev4 for the social bookmarking section on the post pages (see line 317)					
	All in One SEO	--> this is on the live site; ability to change title and meta tags on all pages, including post pages, via WP backend. We require the same facility on the new site for SEO purposes.					
	"Adrotate Pro" & "Extended AdRotate Ad Placements"	--> this is on the live site; see 'Display Advertising Banners' line 38.					
	Aksimet	--> this is on the live site. Not sure if needed as we won't have comments enabled.					
	Capability Manager Enhanced	--> Used on live site for different user roles. See 'E) Users', line 503.					
	CKEditor for Wordpress	--> this is used on the live site, but out of date and does not work effectively. Looking for better alternatives. The issues we're currently experiencing are: code being changed or added when writing/editing posts, which affects the format and how the post displays on the site; e.g.. line spacing disappears for some paragraphs.					
	Custom Permalinks	--> currently used for editing page URLs on the live site, but not up to date on live site.					
	EWWW Image Optimizer	--> this is active on the live site, but we're not actually sure if it is being used.					
	LiteSpeed Cache	--> cache plugin on live site					
	OneSignal Push Notifications	--> see Notifications, line 60. TBD					
	Redirection	--> on live site, used for 404 errors.					
	Theme My Login	--> on live site, used to customise login page (see line 507)					
	WP Custom Category Meta	--> on live site, not sure if in use, but we would need facility to add meta data to pages (such as club pages etc.)					
	WP to Twitter	--> on live site, still needed.					
	<p><u>Plugins from live site, which are no longer needed (to our knowledge):</u></p>						
	Match Centre						

	Democracy Widget					
	Google Analytics by Yoast					
	Insidefutbol Poll					
	Insidefutbol QUIZ					
	Insidefutbol User					
	WP Admin No Show					
	WP All Export - User Export Add-On Pro					
	WP All Export Pro					
	WP File Manager					
	WP Mobile Detector	--> this is where the mobile theme is stored on the live site				
	WPS Menu Exporter					
E)	Users:					
	We need capability to change and edit user roles. (We currently use plugin "Capability Manager Enhanced" for this.) Basic user roles (admin, editor, author, contributor, subscriber) as per live site.					
	Please see line 315 re behaviour at front end.					
F)	Themed login					
	Login page to be themed as per live site:					
	http://www.insidefutbol.com/insidef-login/					