

INFORMATION ARCHITECTURE & SITEMAP

Website Redevelopment Product Catalogue

Manchester Technology — manchestertech.ae

DEPARTMENT: WORDPRESS

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1 How This Sitemap Was Derived

This sitemap was developed for the Manchester Technology website redevelopment project, as defined in Statement of Work KW-SOW-WP-2024-0012. The project's primary objective is to deliver a modern, professional corporate website that supports a searchable product catalogue, lead generation, and improved site performance for business customers in the UAE. The sitemap structure is based on the business objectives and requirements provided by Manchester Technology and reflects the specific needs of their B2B sales, rental, and service model for office automation equipment.

Inputs for this sitemap include the approved business objectives from SOW Section 1 and the detailed functional requirements from SOW Section 3. The business objectives specify the need for a redesigned, mobile-responsive website with a searchable product catalogue, individual product pages, lead capture and checkout options, and integration with Google Analytics and WhatsApp. The functional requirements define the scope of content pages, product catalogue features, lead generation flows, e-commerce, content management, integrations, hosting, administration, accessibility, analytics, and user account handling.

1.1 Principles Applied

- All pages and features included in the sitemap are directly traceable to business objectives and functional requirements stated in the approved SOW.
- No additional pages, features, or integrations have been included beyond those explicitly listed in the SOW.
- The sitemap supports a fixed-scope delivery, with all content and product data migration, performance optimization, and integrations as specified.
- Each section of the sitemap is mapped to one or more requirement IDs from SOW Section 3, ensuring traceability for downstream testing and acceptance.
- Design and navigation decisions prioritize usability for business customers, mobile responsiveness, and readiness for Google Ads campaigns.
- The structure supports both lead capture and selective online checkout, as required by the business model.

The sitemap also reflects the technical and data migration requirements outlined in SOW Section 5. This includes the use of WordPress 6.4.x, a bespoke theme, and the migration of all existing product, content, and case study data. The sitemap does not include any scope for multilingual support, CRM integration, or features not explicitly approved in the SOW.

APPROVAL GATE

This sitemap is an approval checkpoint. No design, development, or migration work will commence until the client has reviewed and approved this structure.

2 Conventions & Legend

This sitemap uses a set of symbols and conventions to clearly distinguish between different page types, template types, access levels, and the status of pages as planned or existing. These conventions ensure that all stakeholders have a consistent understanding of the website structure for the Manchester Technology redevelopment project.

2.1 Page Type Symbols

SYMBOL	MEANING	EXAMPLE
[P]	Primary content page, core to site navigation and user journeys.	Home, About, Solutions, Contact
[C]	Catalogue or listing page displaying multiple items or entries.	Products, Case Studies, News & Events
[D]	Detail page for a single product, case study, or news item.	Canon MFP Product Page, Case Study Detail
[L]	Landing page designed for campaigns or paid traffic.	Google Ads Landing Page

Page type symbols used throughout the sitemap.

2.2 Template Type Symbols

SYMBOL	MEANING	EXAMPLE
[T]	Unique template with bespoke layout and design.	Home Page Template
[S]	Shared template used by multiple pages of the same type.	Product Detail Template, Case Study Template
[F]	Functional template supporting forms or interactive features.	Request Quote Form Template

Template type symbols indicating layout and functional reuse.

2.3 Access Level Symbols

SYMBOL	MEANING	EXAMPLE
[PUB]	Publicly accessible page, no login required.	Products, Home, Contact
[ADM]	Admin-only page or feature, requires authentication.	WordPress Admin Dashboard, Product Editor
[EDT]	Editor-level access required for content management.	Case Study Editor, News Manager

Access level symbols clarifying who can view or edit each page.

2.4 Planned vs Existing Pages

SYMBOL	MEANING	EXAMPLE
[NEW]	Page or feature planned for development in this project.	Searchable Products Page, Google Ads Landing Page
[MIG]	Page or content to be migrated from the current site.	Existing Case Studies, News & Events
[UPD]	Existing page to be redesigned or updated.	Home, About, Solutions

Symbols indicating whether a page is new, migrated, or updated.

2.5 Combined Symbol Usage

Symbols may be combined to provide a complete description of a page. For example, a new product detail page using a shared template and publicly accessible would be denoted as [D][S][PUB][NEW]. An updated admin-only editor page would be shown as [P][T][ADM][UPD].

2.6 Legend Reference

All symbols and conventions defined in this section apply throughout the sitemap and related documentation for the Manchester Technology website redevelopment. Any deviation or additional notation will be explicitly defined in context.

3 Structural Decisions & Rationale

The sitemap for the Manchester Technology website redevelopment is structured to support a searchable product catalogue, lead generation, and improved performance, as specified in the approved Statement of Work. The following table documents key structural decisions, the rationale for each, and alternatives considered but not selected. These decisions directly impact navigation, SEO, and user experience, and will inform the redirect and URL strategy during migration.

DECISION	RATIONALE	ALTERNATIVE REJECTED
Group all products under a single 'Products' top-level menu item, with filters for brand and category.	This supports FR-SE-01 and FR-SE-03 by enabling users to search and filter products efficiently. It also consolidates product discovery for SEO and simplifies navigation.	Separate menu items for each brand or category.
Create individual product pages for each product (2 to 3 per 5 categories), accessible from the Products page and via search.	Required by FR-SE-02 and FR-SE-04. Individual pages improve SEO, enable unique metadata, and support lead capture and checkout flows per FR-BK-01 and FR-EC-01.	Listing all products on a single page without individual detail pages.
Retain existing core content pages: Home, About, Solutions, Case Studies, News & Events, Contact, each as a top-level navigation item.	This aligns with FR-CM-01 and ensures continuity for users and search engines. It also supports migration and redirect planning for legacy URLs.	Combining or removing existing pages, or introducing new top-level pages beyond scope.
Locate enquiry forms and WhatsApp chat on every product page, and on Contact and Solutions pages.	This is required by FR-BK-01, FR-BK-02, and FR-BK-03. It maximizes lead capture opportunities and meets business objectives for conversion.	Limiting forms and chat to the main Contact page only.
Implement a dedicated landing page structure for Google Ads, with clean URLs and clear CTAs.	Supports FR-BK-05 and SEO requirements. Dedicated landing pages improve paid campaign performance and tracking.	Using generic product or home pages as ad landing pages.
No public user registration or login for catalogue or enquiry features.	Required by FR-UA-01. This reduces friction for B2B users and simplifies the user journey.	Requiring account creation or login for product enquiries or catalogue access.

Key structural decisions, rationale, and alternatives rejected for the Manchester Technology website redevelopment.

3.1 Product Catalogue Structure

Products are grouped under a single 'Products' menu item, with real-time filters for brand (Epson, Canon, Kyocera, Toshiba) and category (printers, MFPs, rental). Each product has a dedicated page with specifications, images, and either a checkout or enquiry option, as required by FR-SE-01, FR-SE-02, and FR-EC-02. This structure supports SEO by enabling unique URLs and metadata for each product, and simplifies navigation for users seeking specific equipment.

3.2 Content Page Hierarchy

The main navigation retains the existing core pages: Home, About, Solutions, Case Studies, News & Events, and Contact. This decision is based on FR-CM-01 and the need to maintain continuity for returning users and search engines. No new top-level pages are introduced, and no existing pages are removed, ensuring a straightforward redirect strategy and minimizing SEO disruption during migration.

3.3 Lead Generation Placement

Enquiry forms and WhatsApp chat are placed on every product page, as well as on the Contact and Solutions pages, in accordance with FR-BK-01, FR-BK-02, and FR-BK-03. This maximizes lead capture opportunities and ensures that users can initiate contact from any relevant context. The alternative of limiting lead capture to a single contact page was rejected to avoid missed conversion opportunities.

3.4 Landing Pages for Paid Campaigns

Dedicated landing pages are implemented for Google Ads campaigns, with clean URLs and clear calls-to-action, as required by FR-BK-05. This structure supports both SEO and paid campaign performance, allowing for targeted messaging and improved tracking. Using generic product or home pages as ad destinations was rejected due to lower conversion rates and reduced campaign effectiveness.

3.5 User Account Model

No public user registration or login is required for accessing the product catalogue or submitting enquiries, as specified in FR-UA-01. This decision streamlines the user experience for B2B customers and reduces barriers to lead generation. The alternative of requiring account creation was rejected to avoid unnecessary friction and complexity.

4 Page Schedule

Manchester Technology's redeveloped website will consist of a defined set of pages supporting product catalogue, lead generation, content, and administrative functions as specified in the approved Statement of Work. Each page is mapped to a URL path, assigned a template, and prioritised according to business and functional requirements. The schedule below details all public and administrative pages to be delivered, including those required for SEO, Google Ads, and lead capture.

4.1 Public Website and Content Pages

URL PATH	PAGE TITLE	TEMPLATE	PRIORITY	NOTES
/	Home	Home	Must	Corporate homepage with lead CTA (FR-CM-01, FR-BK-04)
/about	About	Standard Content	Must	Company overview (FR-CM-01)
/solutions	Solutions	Standard Content	Must	Business solutions, enquiry form (FR-CM-01, FR-BK-03)
/case-studies	Case Studies	Case Studies Listing	Should	Case study listing, refreshed design (FR-CM-01, FR-CM-06)
/case-studies/[slug]	Case Study Detail	Case Study Detail	Should	Individual case study (FR-CM-06)
/news-events	News & Events	News Listing	Should	SEO-optimised news/events (FR-CM-01, FR-CM-05)
/news-events/[slug]	News/Event Detail	News Detail	Should	Individual news/event (FR-CM-05)
/contact	Contact	Contact	Must	Contact details, enquiry form, WhatsApp (FR-CM-01, FR-BK-03, FR-BK-02)

All content pages use mobile-responsive, SEO-optimised templates. Slugs denote dynamic detail pages.

4.2 Product Catalogue and Search

URL PATH	PAGE TITLE	TEMPLATE	PRIORITY	NOTES
/products	Products	Product Catalogue	Must	Searchable, filterable catalogue (FR-SE-01, FR-SE-03)
/products/[category]	Product Category	Product Catalogue	Must	Filtered by category (FR-SE-01)
/products/[brand]	Product Brand	Product Catalogue	Must	Filtered by brand (FR-SE-01)
/products/[slug]	Product Detail	Product Detail	Must	Individual product, specs, enquiry/checkout (FR-SE-02, FR-SE-04, FR-EC-01, FR-EC-02, FR-BK-01, FR-BK-04)

Product catalogue supports search, filters, and individual product detail pages. Slugs denote dynamic content.

4.3 Lead Generation and Landing Pages

URL PATH	PAGE TITLE	TEMPLATE	PRIORITY	NOTES
/request-quote	Request Quote	Lead Form	Must	Standalone lead capture (FR-BK-01, FR-BK-04)
/enquire-now	Enquire Now	Lead Form	Must	Alternate CTA for campaigns (FR-BK-04, FR-BK-05)
/thank-you	Thank You	Confirmation	Must	Post-form submission confirmation (FR-EC-04)

Landing and lead pages support Google Ads, campaign tracking, and conversion goals.

4.4 E-commerce and Checkout

URL PATH	PAGE TITLE	TEMPLATE	PRIORITY	NOTES
/checkout	Checkout	Checkout	Must	Online payment for selected products (FR-EC-01, FR-EC-03)
/order-confirmation	Order Confirmation	Order Confirmation	Must	Order summary after payment (FR-EC-04)

Checkout and order confirmation only for products designated for online purchase.

4.5 Administration and Content Management

URL PATH	PAGE TITLE	TEMPLATE	PRIORITY	NOTES
/admin	Admin Dashboard	Admin Dashboard	Must	Restricted to authorized users (FR-CM-07, FR-AD-04, FR-AD-05)
/admin/products	Manage Products	Admin Products	Must	Add/edit/remove products (FR-CM-07, FR-CM-10)
/admin/content	Manage Content	Admin Content	Must	Edit pages, case studies, news (FR-CM-07, FR-CM-08)
/admin/leads	Manage Leads	Admin Leads	Must	View/export leads (FR-CM-07)
/admin/settings	Site Settings	Admin Settings	Must	SEO, integrations, user roles (FR-CM-09, FR-IN-01, FR-IN-02, FR-IN-03, FR-AD-04)
/admin/training	Training & Help	Admin Training	Must	Training materials for client team (FR-CM-11)

Admin pages are accessible only to authenticated users with assigned roles. No public registration or login is provided.

5 Navigation Model & Approval

The navigation model for the redeveloped Manchester Technology website is designed to provide direct access to all core pages, product catalogue features, and lead generation flows within a maximum of three clicks from the homepage. The structure supports both desktop and mobile users, with consistent navigation elements across all templates. All navigation elements are aligned with the approved scope and requirements, including FR-CM-01, FR-SE-01, FR-SE-02, FR-BK-01, and FR-BK-04.

5.1 Primary Navigation

ELEMENT	CONTENTS	BEHAVIOUR
Main Menu (Header)	Home, About, Solutions, Products (with dropdown for categories), Case Studies, News & Events, Contact	Visible on all pages. Dropdown under Products lists all categories. Clicking a category filters the Products page. Active page is highlighted.

Primary navigation is persistent across all desktop and mobile views.

5.2 Footer Navigation

ELEMENT	CONTENTS	BEHAVIOUR
Footer Menu	Home, About, Solutions, Products, Case Studies, News & Events, Contact, Privacy Policy, Terms of Use	Visible on all pages. Links open in the same tab except Privacy Policy and Terms of Use, which open in a new tab.

Footer navigation provides access to all main sections and legal pages.

5.3 Utility Navigation and Lead Capture

ELEMENT	CONTENTS	BEHAVIOUR
Utility Bar	WhatsApp Chat, Request Quote, Search	WhatsApp Chat opens click-to-chat widget. Request Quote links to enquiry form. Search opens keyword and filter search overlay. Present on all pages except checkout.

Utility navigation supports lead generation and product discovery as required by FR-BK-01, FR-BK-02, and FR-SE-03.

5.4 Breadcrumbs

Breadcrumb navigation is displayed on all product, category, case study, and news/event detail pages. Breadcrumbs reflect the user's path from the homepage to the current page, supporting SEO and user orientation. Clicking any breadcrumb navigates to the corresponding parent page. Maximum click depth to any page is three.

5.5 Mobile Navigation

On mobile devices, the primary navigation is accessible via a hamburger menu icon fixed in the header. The menu expands to show all main navigation links and dropdowns. Utility navigation elements (WhatsApp Chat, Request Quote, Search) are accessible from a persistent footer bar. All navigation elements are touch-optimized and meet WCAG 2.1 AA accessibility standards as required by FR-AC-01.

Signing below confirms approval of the navigation model as described in this section. Any changes after signoff will be managed through the formal change control process.

KrishaWeb — Project Manager

SIGNATURE

NAME & DATE

KrishWeb — Technical Lead

SIGNATURE

NAME & DATE

**Manchester Technology —
Named Recipient**

SIGNATURE

NAME & DATE