



ALL ABOUT LIVING WEBSITE SCOPING DOCUMENT



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All About Living Website Scoping Document

Website URL: www.allaboutliving.com.au

Primary Focus: Educating potential customers about Home Care Packages (HCP), Commonwealth Home Support Programme (CHSP), NDIS, Veterans Support, and dementia-related content to drive traffic, with a strong emphasis on corporate governance, All About Living's 30-year history, and personalised care in the community.

Project Objectives:

1. **Education & Awareness:** Provide clear information about care options (Home Care Packages, CHSP, NDIS, Veterans Support) and dementia-related content to attract users searching for memory loss information.
2. **Lead Generation:** Guide users to contact All About Living, request information, or submit service requests.
3. **Customer Support:** Ensure existing customers can access their services, manage accounts, and provide feedback.
4. **Corporate Branding:** Emphasise All About Living's history, corporate governance, and commitment to personalised community care.
5. **Engagement & Retention:** Provide resources (news, blogs, guides) that engage both new and existing customers.
6. **Accessibility:** Ensure the website is accessible to all users, including those with impairments and different skill levels.

Key Website Features:

1. Homepage:

- **Hero Banner:** Showcase All About Living's mission, with calls to action to explore services and get started with care.
- **Service Overview:** Clear links to HCP, CHSP, NDIS, Veterans Support, and other services provided.
- **Customer Success Stories:** Rotating testimonials from clients and their families.
- **Corporate Highlights:** A section dedicated to All About Living's 30-year history and commitment to personalised care.
- **Quick Contact Form:** "Request a Call" or "Get in Touch" forms for easy lead generation.

2. Service Pages:

- **Home Care Packages, CHSP, NDIS, Veterans Support:** Comprehensive information about these services, with clear instructions on how to get started, links to MyAgedCare.gov.au, and calls to action for assessment.
- **Dementia & Memory Loss Information:**
 - **Traffic Driver:** Detailed content on dementia and age-related memory loss to attract potential customers searching for this information.
 - **Training & Staff Consistency:** Information on how All About Living supports dementia awareness through staff training.
 - **Resources & Guides:** Help files on developing routines, supporting aging family members, and finding additional help.
 - **Support Options:** Links back to relevant All About Living services, encouraging users to explore care options.

3. Customer Resources:

- **Make a Payment:** Secure online payment portal for customers.
- **Change or Cancel a Service:** Clear instructions on modifying or cancelling services.
- **Contact Details & Service Hours:** Contact information, office hours, and service hours clearly displayed for easy access.
- **Feedback & Complaints:** A form for feedback, complaints, and suggestions.
- **FAQs:** Answers to common questions regarding services, dementia support, and payment options.

4. Engagement Sections:

- **News & Blogs:** Regular updates on aged care news, dementia care tips (as a traffic driver), and company events.
- **Testimonials:** A dedicated page with client testimonials and success stories.
- **Persona Pages:** Create persona pages for common client situations, showcasing how All About Living's services and funding management have helped them maximise their care budget.

5. Corporate Governance & History:

- **About Us:** Detailed overview of All About Living's 30-year history, mission, and vision.
- **Corporate Governance:** Information about the governance structure, leadership team, and commitment to transparency.
- **Accreditations & Certifications:** Display accreditations and any awards received.

6. Helpful Resources:

- **Helpful Links:** Links to MyAgedCare.gov.au, government resources, and support organisations.
- **Guides & Fact Sheets:** Focused pages with downloadable guides and fact sheets, outlining each service and its importance (e.g., what support workers can do and why it matters).

7. Cost Calculator:

- **Estimate Calculator:** A cost calculator where users can input their care package, budget, and desired services. The calculator will generate an estimate of what they can afford within their budget.
- **Lead Capture Integration:** Users can request help based on their estimate, capturing contact details, package information, and location for follow-up.
- **Geo-Location Filtering:** Automate responses based on the user's location, recommending alternative options if services are unavailable in their area.

8. E-Commerce Integration:

- **Shopping Experience:** Integrate an e-commerce section for users to purchase care-related items that can be paid for out of their care package budget. Collaborate with suppliers for referral fees.

9. Testimonial, Ratings & Reviews:

- **Filterable Reviews:** A testimonial section with filter options to sort by service, rating, or client type. Showcase reviews to build trust and transparency.

10. Tracking & Analytics:

- **Visitor Tracking:** Implement Google Analytics to track visitor behavior, identifying which pages are most visited and where users navigate on the site.
- **Conversion Tracking:** Measure the effectiveness of calls to action and lead generation forms to refine the user experience over time.

Accessibility Features:

- **WCAG Compliance:** Ensure the website is fully compliant with WCAG standards, focusing on accessibility for blind users and those with other impairments.
- **Text-to-Speech Integration:** Provide text-to-speech options for users with visual impairments.
- **Simple Language Options:** Use clear, jargon-free language to ensure accessibility for users with different skill levels.

Future Scope:

What Can Be Done Now:

1. **Content Creation:**

- Develop rich content, especially around dementia care, to drive traffic and attract potential customers.
- Create detailed guides, fact sheets, blogs, and resources focused on dementia care and other services.

2. **Persona Pages:**

- Build persona pages that tell customer success stories and explain how All About Living helps clients manage their budgets effectively.

3. **Enhanced Navigation:**

- Improve current navigation to ensure easy access to all important service and resource pages.

4. **SEO Optimisation:**

- Implement SEO improvements to drive organic traffic to the current site.

5. **Testimonials Section:**

- Begin collecting and displaying testimonials and client reviews.

What Will Need to Wait for a New Website:

1. **Cost Calculator:**

- The cost calculator will require new backend development and cannot be implemented on the current platform.

2. **AlayaCare Family Portal:**

- Integration of the secure, password-protected client portal will need to be built as part of a more robust platform.

3. **E-Commerce Integration:**

- E-commerce functionality, along with supplier partnerships, will need a new development phase.

4. **Advanced Analytics & Tracking:**

- Implementing advanced tracking tools and more sophisticated analytics reporting will require a new website infrastructure.

Grant Funding & Budgeting:

- **Grant Requirement:** To realise the full vision of the website, a grant will be necessary to cover the development of advanced features like the cost calculator, e-commerce integration, and a new CRM system for lead management.

- **Current Budget Consideration:** Acknowledge that budget constraints mean that immediate development should focus on content and navigation improvements that will carry over to the new website.

Summary & Recommendations:

Detailed Summary and Recommendations for All About Living Website

Goal: To create a strong online presence that educates potential customers, drives traffic to All About Living's services, supports current customers, and engages users with valuable content related to aged care services. The website should balance immediate improvements with long-term development opportunities, ensuring a seamless experience for both potential and existing customers.

Immediate Actions:

Content Creation:

- **Service Pages:**
 - **Home Care Packages:** Comprehensive details about what the packages include, eligibility criteria, and how to get started.
 - **Commonwealth Home Support Programme (CHSP):** Information on eligibility, services offered, and steps to access support.
 - **NDIS:** Clear breakdown of the services available under NDIS and how All About Living supports participants.
 - **Veterans Support:** Information about veteran-specific services, eligibility, and how to access support.
 - **Dementia & Age-Related Memory Loss:** Create content that serves as a traffic driver by providing valuable information on dementia and memory care, with links to All About Living's relevant services.
- **Persona Pages:** Develop pages featuring common client scenarios that explain how All About Living supports different types of clients (e.g., someone on a Home Care Package, a veteran, an NDIS participant) and how their funding can be managed effectively to maximise care.
- **FAQ Page:** Expand the FAQ page to cover commonly asked questions about accessing services, pricing, eligibility, and processes.
- **Testimonials & Reviews Page:** Build a dedicated page where testimonials can be displayed, with the ability to filter by service type or customer profile.

Navigation & User Experience:

- **Streamlined Navigation:** Adjust the site's main navigation to ensure that all critical service pages (Home Care Packages, CHSP, NDIS, Veterans Support, Dementia & Memory Loss) are prominently accessible from the homepage.
- **Clear Calls to Action:** Strengthen calls to action on every key page, such as "Get Assessed," "Request a Call," or "Learn More," guiding users toward conversion points.

Accessibility Enhancements:

- **WCAG Compliance:** Ensure that the current site is WCAG compliant, with features like text-to-speech options, simple language, and clear, readable fonts.

SEO Optimisation:

- **Content SEO:** Optimise all new and existing content for search engines, focusing on aged care, dementia care, and other relevant keywords to improve organic search traffic.

Analytics & Tracking:

- **Google Analytics Setup:** Implement Google Analytics to track user behavior and identify which pages are most effective at converting visitors into leads.

Customer Resource Enhancements:

- **Payment Portal:** Implement a basic secure online payment portal for existing customers to manage their accounts.
- **Contact & Service Hours:** Clearly display office and service hours, along with easy-to-find contact information on a dedicated page.

Future Developments:

For long-term success and a comprehensive digital presence, the following developments should be scoped out in detail with cost and time considerations:

1. Full Website Redesign:

- **Custom CMS Development:** Consider moving to a more flexible CMS platform that allows for easy updates, scalability, and the integration of advanced features like the cost calculator and secure client portal.
- **AlayaCare Family Portal:** Integrate a password-protected section where clients can log in to view their care services, see reviews on their carers, view their training and skill sets, and make adjustments to their services.
- **Advanced Analytics Integration:** Develop advanced tracking tools that provide insights into user journeys, conversion rates, and page performance.

2. Cost Calculator Tool:

- **Functionality:** Build a custom calculator where users input their care package type, budget, and desired services, and receive an estimate of what they can afford. This tool should capture contact details and allow users to request follow-up assistance.
- **Development Considerations:** The calculator should include geo-location filtering to automate responses if the user is outside of the service area. Additionally, plan for regular updates to reflect any changes in pricing or service offerings.

3. E-Commerce Integration:

- **Shopping Experience:** Build an online store that allows users to purchase care-related items, integrated with their care package budget. Collaborate with suppliers to offer relevant products and explore referral fee opportunities.
- **Development Considerations:** The shopping experience should be linked to the user's account, ensuring that purchases align with their care plan and budget.

4. Enhanced Accessibility Features:

- **AI-Powered Accessibility Tools:** Explore the integration of AI tools that dynamically adjust the website for users with disabilities, such as enhanced screen reader compatibility, voice navigation, and personalised accessibility settings.

5. Grant Application Strategy:

- **Scope of Work:** When applying for grants, be specific about the features you plan to develop and their impact on customer engagement, conversion rates, and overall service quality.
- **Costing & Timelines:** Detailed project plans should include cost estimates for:
 - Website redesign and CMS development
 - Secure customer portal integration (AlayaCare)
 - Cost calculator and e-commerce functionality
 - Advanced analytics setup
 - Accessibility enhancements

6. Future Marketing & Lead Generation Tactics:

- **Content Marketing:** Continue creating content that drives traffic and educates potential clients, such as regular blog posts, fact sheets, and downloadable guides.
- **SEO Campaign:** Ongoing SEO campaigns to maintain and grow organic search traffic, especially around high-traffic topics like dementia and aged care.
- **Email Marketing Integration:** Consider integrating email marketing for nurturing leads, sending personalised service reminders, and maintaining engagement with existing customers.

Pages to Be Created or Adjusted for Strong User Experience:

1. Homepage:

- Emphasise core services with clear, action-driven headlines.
- Stronger call-to-action buttons.

2. Service Pages:

- Home Care Packages, CHSP, NDIS, Veterans Support, Dementia Information.
- Detailed service breakdowns with action buttons guiding users to contact or apply.

3. Dementia & Memory Loss Information Page:

- Traffic-focused content with links to relevant All About Living services.

4. Persona Pages:

- Tailored scenarios demonstrating how services support different client needs.

5. Testimonials & Reviews Page:

- Filterable section for displaying client reviews.

6. Cost Calculator Page:

- (Future Development) A cost estimate tool for potential clients.

7. AlayaCare Family Portal:

- (Future Development) Secure login for clients to manage services and view care details.

8. FAQ Page:

- Expanded FAQs to address common concerns.

9. News & Blogs Section:

- Regular updates on industry news, care tips, and All About Living events.

10. Contact & Service Hours Page:

- Clearly display office hours, service hours, and contact details.

11. Shopping/E-Commerce Page:

- (Future Development) Integrated with care package budgets and tailored to user needs.

Conclusion:

By focusing on immediate content improvements, optimised navigation, and enhanced accessibility, All About Living can significantly improve its current website. These updates will create a solid foundation that can be expanded with advanced features through future development projects, supported by grants or increased funding.

Action Plan for Immediate Website Recommendations

Goal: To enhance the current All About Living website with improved content, navigation, accessibility, and user engagement, while laying the groundwork for future developments.

Action Plan Overview:

- **Start Date:** 2 September
 - **Completion Date:** 30 November 2024
 - **Duration:** 13 Weeks
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Week 1-4: (2 – 27 September 2024)

1. Content Creation:

Tasks:

- Develop new service pages for:
 - Home Care Packages
 - Commonwealth Home Support Programme (CHSP)
 - NDIS Services
 - Veterans Support
 - Dementia & Memory Loss Information
- Write content for expanded FAQ page.
- Draft content for persona pages showcasing common client scenarios.
- Create testimonials and review page layout.

Deliverables:

- Completed content drafts for all new pages.
- FAQ page ready for upload.
- Persona page content finalised.

Team Involved:

- MarComms
 - Business Manager
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Week 5-7: (1 – 18 October 2024)

2. Navigation & User Experience Enhancements:

Tasks:

- Redesign website navigation to make service pages more accessible.
- Strengthen calls to action across all service pages.
- Improve the visibility of contact forms and request buttons.

Deliverables:

- Updated website navigation with clear links to all service pages.
- Enhanced calls to action and contact forms.

Team Involved:

- MarComms

3. Accessibility Enhancements:

Tasks:

- Implement basic WCAG compliance updates (text-to-speech options, clear fonts, alt-text for images).
- Ensure all forms and buttons are accessible for users with impairments.

Deliverables:

- Website compliant with basic WCAG standards.

Team Involved:

- MarComms
- Accessibility Specialist (budget permitting)

Week 8-10: (22 October - 9 November 2024)

4. SEO Optimisation:

Tasks:

- Conduct keyword research for aged care, dementia care, and related terms.
- Optimise all new content for search engines.
- Update meta descriptions, title tags, and image alt-text for SEO.

Deliverables:

- Fully optimised content ready for improved search engine visibility.

Team Involved:

- MarComms
- SEO Specialist (budget permitting)

5. Customer Resource Enhancements:

Tasks:

- Implement a basic secure payment portal for customers.
- Update the contact details and service hours page.

Deliverables:

- Payment portal live on the site.
- Clear and accessible contact information and service hours page.

Team Involved:

- MarComms
 - Finance Team for Payment Setup
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Week 11-13: (12 – 29 November 2024)

6. Analytics & Tracking Setup:

Tasks:

- Implement Google Analytics to track user behaviour.
- Set up conversion tracking for contact forms and call-to-action buttons.

Deliverables:

- Analytics dashboard set up to monitor visitor behaviour and conversions.

Team Involved:

- MarComms
- ICT Team
- Analytics Specialist (Budget Permitting)

7. Final Testing & Launch:

Tasks:

- Conduct a final review and testing of all new pages, features, and enhancements.
- Ensure all updates are functioning correctly across all devices (desktop, tablet, mobile).
- Perform final accessibility and SEO checks.

Deliverables:

- Fully updated and optimised website ready for public access.
- All enhancements live and functioning.

Team Involved:

- QA/Testing Team
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Ongoing Tasks:

1. Content Marketing:

- Begin publishing regular blog posts and news updates (monthly).
- Continue to gather testimonials and reviews for the dedicated page (ongoing).

2. SEO Campaign:

- Monitor search rankings and update content as needed to maintain optimisation (monthly reviews).

Key Dates:

- **Start Date:** 2 September 2024
- **Content Creation Completed:** 27 September 2024
- **Navigation & User Experience Enhancements Completed:** 18 October 2024
- **SEO Optimisation & Customer Resource Enhancements Completed:** 9 November 2024
- **Analytics & Tracking Setup Completed:** 29 November 2024
- **Launch:** 2 December 2024

Gantt Chart

Website Redevelopment												
Tasks:	September			October			November					
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Content Creation:												
Home Care Packages												
Commonwealth Home Support Programme (CHSP)												
NDIS Services												
Veterans Support												
Dementia & Memory Loss Information												
Write content for expanded FAQ page.												
Draft content for persona pages showcasing common client scenarios.												
Create testimonials and review page layout												
Navigation & User Experience Enhancements:												
Redesign website navigation to make service pages more accessible.												
Strengthen calls to action across all service pages.												
Improve the visibility of contact forms and request buttons.												
Accessibility Enhancements:												
Implement basic WCAG compliance updates (text-to-speech options, clear fonts, alt-text for images).												
Ensure all forms and buttons are accessible for users with impairments.												
SEO Optimisation:												
Conduct keyword research for aged care, dementia care, and related terms.												
Optimise all new content for search engines.												
Update meta descriptions, title tags, and image alt-text for SEO.												
Customer Resource Enhancements:												
Implement a basic secure payment portal for customers.												
Update the contact details and service hours page.												
Analytics & Tracking Setup:												
Implement Google Analytics to track user behaviour.												
Set up conversion tracking for contact forms and call-to-action buttons.												
Final Testing & Launch:												
Conduct a final review and testing of all new pages, features, and enhancements.												
Ensure all updates are functioning correctly across all devices (desktop, tablet, mobile).												
Perform final accessibility and SEO checks.												