
RELEVANTADS PROJECT REQUEST

PROJECT TITLE: BUSINESS PROFILE PAGE (BPP)

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PROJECT & TIMELINE:

RelevantAds seeks to redesign its RelevantYellow Business Profile Page. Timeline includes:

- Friday, April 20, 2007: Bids are due
- Monday, April 23, 2007: Award is made
- Monday, April 30, 2007: Step II completed
- Friday, May 4, 2007: Step III completed
- Friday, May 11, 2007: RelevantAds may request Step IV
- Friday, May 18, 2007: Step IV completed, if requested

Interested persons or organizations should submit the following to jobs@relevantads.com:

- Project cost quote
- The delivery date to meet all scope and requirements,
- Brief statement on your qualifications
- Reference to relevant prior work
- If more time is asked to complete the project, please indicate the reason why.

Questions will be honored by email until the due date and can be submitted to jobs@relevantads.com.

BACKGROUND:

RelevantYellow publishes business profile pages (BPP) to its website RelevantYellow.com. The BPP are visual representations of business information. The purpose of the profile page is to: 1) allow the business owner to see their published company information, 2) allow consumers to obtain that information and interact with the company, 3) allow search engine crawlers to effectively parse well organized local business information.

Most RY businesses will already have their own website; however approximately 20% do not. If the business does have a website, the BPP will specifically

CURRENT STATE

The profile page takes on 4 layouts. All of which have the same information panels: business identification, content, map, contacts, logo and actionable features. For examples of the current RelevantYellow BPP, see *References*.

SCOPE

I. Graphic design (or related media) of a webpage structure for the RY Business Profile. Specifically the design specification needs to include:

- a.** the number of pages that represent a business profile (if more than one)
- b.** the layout of *Components* and *Conversion Components*, on each of the the business profile page(s) defined
- c.** *Conversion Page(s)*, if required by the *Conversion Component* design.

II. Three (3) designs as defined by I submitted to RelevantAds. The items of I should be performed for is recommended. A specific choice will be made by RelevantAds.

III. Create HTML specification for the page or pages defined by scope statement I.

IV. One set of modifications to the HTML items defined in III. This step is subject to the discretion of RelevantAds and will be requested in accordance to the project timeline.

Not in scope of this project: *RelevantYellow Business Profile Directory*.

REQUIREMENTS

Business Profile

A single page or set of pages that conveys information about the business and is intended for all *user types*.

Usage of *components*, as defined in the requirement below.

Components:

Components are defined as webparts, or portions of a web page that represent a specific piece of information and/or functionality. Each component can be in any individual format and size.

BUSINESS IDENTIFICATION

Business name, phone number, toll-free number, logo, category line, service area.

BUSINESS LOCATION

Google Map.

BUSINESS CONTENT

Description of company, products and/or services.

BUSINESS OFFERS

As a change from simply showing the business descriptions, we would like the ability to place a coupon-like-ad somewhere in the interface (see the Merchant Circle reference which shows 3 local coupons in the right pane). Note that RA does not yet provide coupon provisioning, but it will be incorporated in a future release so ideally a panel can be planned for on the profile page.

RELATED LISTINGS

Business Profile Pages are part of a larger, association of business listings. Business Profiles associations are systematically determined by being in related category or nearby locations.

Related Listings can take the format of *Business Identification* (i.e. title, logo) or a *Business Offer*, but could also include *Business Content*.

RELATED LISTS

Similar to the Related Listings however the link is to other areas in the RY Directory. For example: “Other businesses in Chula Vista” and “More Transportation companies” Note that as defined in the scope statement, this *RelevantYellow Business Profile Directory* is not part of this project.

PLACEMENTS

These are links to 3rd party websites that have information about the business. For each placement RelevantAds will have: URL, Logo, Title, and short description.

(See the RelevantYellow Placement Prototype listed in the *References* below)

Search

Links to the business profile pages hosted on specific search destinations Google Local, Yahoo! Local, MSN Live and SuperPages. Agreements with each of these search engines has been established as we are allowed to use their logo (some specifications may need approval).

Destinations

Links to the business profile pages hosted on specific web destinations. These are popular user destinations that have published the business profile content on their own site.

User Supplied

Internet users that post information about the business to blogs or other social networks. Note that this information is from users and sites are approved by the RelevantBlog system.

DIRECTORY BRANDING

The pages must have some prominent indication that it is hosted in the directory of RelevantYellow listings. As well it should be link to the directory home. Suggestion: this could be combined with *Related Listings* or *Related Lists*.

Conversion Components

CONVERSION ACTION

On the business profile page(s), the ability for the user to directly interact with the business is vitally important. All of these below actions can either open up to a new page or be embedded in the current business profile page. It is recommended to specify a dynamic (or AJAX) functionality so that the user will not be required to leave the current page.

- Link to submit a written (form) request
- Link to “Call Me Now” ([example](#); <http://callmenow.callsource.com/callmenow/request.jsf>)
- Link to obtain a link to this page (i.e. Business Link Page; http://www.yelp.com/biz_link?biz_id=hI3AhfO--wzop9QHw8_HpQ)

CONVERSION PAGE

This is only required is the *Conversion Action* is not embedded into the current page and links to another page. This page design should include an entry and completion state.

REFERENCES

RelevantYellow

Business Profile Directory

<http://profiles.relevantyellow.com/>

Business Profile Page

[Profile Layout #1; http://relevantyellow.com/profiles/1278?t=1](http://relevantyellow.com/profiles/1278?t=1)

[Profile Layout #2; http://relevantyellow.com/profiles/1278?t=2](http://relevantyellow.com/profiles/1278?t=2)

[Profile Layout #3; http://relevantyellow.com/profiles/1278?t=3](http://relevantyellow.com/profiles/1278?t=3)

[Profile Layout #4; http://relevantyellow.com/profiles/1278?t=4](http://relevantyellow.com/profiles/1278?t=4)

Business Profile Data Fields

See [this Excel sheet \(http://images.esold.com/RY/RY_Fields_and_Services.xls\)](http://images.esold.com/RY/RY_Fields_and_Services.xls) for RelevantYellow Business Profile data fields.

Comparable Profile Pages

- 1) [ListAndFound Profile Page; http://actionplumbing.listandfound.com/](http://actionplumbing.listandfound.com/)
- 2) [LocalLaunch Profile Page; http://profiles.locallaunch.com/emergencyglassrepair](http://profiles.locallaunch.com/emergencyglassrepair)
- 3) [Yahoo Local Profile Page; http://local.yahoo.com/details;_ylt=AjMbt5fMa2FZmLmv9xGv91uHNcIF?id=37188955](http://local.yahoo.com/details;_ylt=AjMbt5fMa2FZmLmv9xGv91uHNcIF?id=37188955)
- 4) [Merchant Circle; http://www.merchantcircle.com/business/Relevant.Ads.714-845-1189](http://www.merchantcircle.com/business/Relevant.Ads.714-845-1189)

RelevantYellow Placement Prototype

[RelevantYellow Placement Prototype;](http://www.relevantyellow.com/450/ProfileFulfillment.aspx)

<http://www.relevantyellow.com/450/ProfileFulfillment.aspx>)

User Types

| User Role | Role Name | Description |
|-----------|--------------------|------------------------------|
| B | Business User | RelevantAds client |
| C | Consumer | Obtained from search engine |
| R | Reseller/Affiliate | RelevantAds partner |
| W | Website publisher | RelevantYellow distributor |
| I | Internet user | Other (RelevantAds campaign) |

QUESTIONS

Q1: Sent: Wednesday, April 18, 2007 6:04 AM

IF I'M UNDERSTANDING YOU CORRECTLY, WE'D BE MAKING A BUSINESS PROFILE PAGE FOR EACH BUSINESS LISTED IN THE SITE. IF SO, HOW MANY PAGES ARE WE TALKING ABOUT?

No, you are asked to produce 3 designs; one of which will be selected. The final of the project is to create all the HTML and graphics for a single business profile page (and sub-pages, if necessary) that includes all the components listed. This will then be used for a generalized template for all business profiles to be rendered. The RelevantYellow (<http://profiles.relevantyellow.com>) business directory already works in this manner, using 4 templates.

Q2: Sent: Wednesday, April 18, 2007 6:18 AM

IS THIS ONLY UI DESIGN PROJECT OR IT INCLUDES PROGRAMMING TOO?

Phases I & II require visual interfaces to be created. This can be in any format such as an image or html. Phase III requires HTML to be cut. RelevantAds is expecting to integrate this HTML into our ASP.Net application. Depending on the pace and skill of the solution provider, they may be asked to assist in the ASP.Net development.

Q3: Wednesday, April 18, 2007 11:49 AM

WILL THE FUNCTIONALITY INTEGRATION, SUCH AS GOOGLE MAPS, BE SUPPLIED OR WILL THE PROVIDER HAVE TO WORK ON IT? WHAT ABOUT THE CALLSOURCE AND YELP INTEGRATION?

The graphical fields and layout is all that needs to be defined. For example, the size and graphical features of the Google Map are some aspects that can be modified.

The actual functionality for all the components is not included as part of this project. The design should be made without concern for applying the technical integration. RelevantAds already has the middle-tier software necessary to power the functionality of the components listed. If the design calls for additional software development, RelevantAds may either perform that work, ask the provider to perform the work, or remove that component until a future release.