

ProfiDM

Corporate website for an outdoor advertising operator in Astana

Project type	Corporate and portfolio website
Platform	1C-Bitrix Site Management
CRM	Bitrix24
Delivery period	2 months
Project year	2024

1. Project overview

The website presents ProfiDM's outdoor advertising services, available structure types, completed placements and client portfolio. It should help potential customers understand the available formats, explore previous work and send a placement enquiry.

Main goals

- Present the company, services and advertising structure types.
- Show completed placements through a structured portfolio.
- Provide an interactive map of advertising locations.
- Present clients, news and vacancies.
- Collect service, placement and employment enquiries.
- Send agreed enquiries to Bitrix24.

2. Website structure

1. Home
2. About
3. Clients
4. Portfolio
5. Portfolio Detail
6. Placement Map
7. Team — optional
8. News
9. News Article
10. Services
11. Service Detail
12. Careers
13. Contacts
14. Thank You Page
15. 404 Page
16. 1C-Bitrix Administration Area

3. Home page

- Main banner.
- Featured clients.
- Advertising structure types.
- Featured services.
- Selected portfolio projects.
- Enquiry form.
- Main company advantages.

4. About

- Company introduction.
- Image gallery.
- Company history.

5. Clients

Each client entry contains:

- Company name.
- Logo.
- Business sector.

6. Portfolio

6.1 Portfolio list

Each placement card contains:

- Placement street or location.
- Project image.
- Advertising structure type.
- Link to the detail page.

6.2 Portfolio detail

- Main image.
- Placement street or location.
- Full description.
- Image slider.
- Video.
- Project date.

7. Placement Map

The page contains an interactive map of advertising structures. Users can filter map markers by structure type.

- Each marker represents an advertising location.
- The selected filter updates the visible markers.
- Marker details contain the agreed location and structure information.
- The map remains usable on mobile screens.

8. Team — optional

If approved for the final scope, the Team page contains the employee's full name, position and short description.

9. News

9.1 News list

Each news card contains a preview image, title, publication date and link.

9.2 News article

- Main image.
- Title.
- Publication date.
- Full article content.
- Related services or portfolio placements selected by an administrator.

10. Services

10.1 Services list

Each service card contains a preview image, service name and link.

10.2 Service detail

- Main image.
- Service name.
- Enquiry form near the beginning of the page.
- Full service description.
- Relevant advertising structure types.
- Work stages.
- Other services.
- Company advantages.
- Repeated enquiry form at the end of the page.

11. Careers

- Current vacancy list.
- Position and vacancy information.
- CV submission form.

12. Contacts

- Contact details.
- Open enquiry form.

The main enquiry actions should remain easy to reach from service and portfolio content without requiring the user to return to the Contacts page.

13. Forms and Bitrix24

The website includes general enquiry, service enquiry, placement enquiry and CV submission forms. Required fields must be validated before submission.

- Send agreed commercial enquiries to Bitrix24.
- Map website fields to the corresponding CRM fields.
- Include the form type, source page, selected service or placement where available.
- Create a CRM record only after successful validation.
- Do not show a false success message if the CRM request fails.
- Handle CV files according to the agreed recruitment process.

14. Shared interface elements

Header

- Logo.
- Main navigation.
- Contact details.
- Primary enquiry action.

Footer

- Page links.
- Social media links.
- Contact details.
- Copyright information.
- Developer credit where approved by the client.

15. Service pages

15.1 Thank You Page

- Confirmation text.
- Button returning the user to the website.

15.2 404 Page

Displayed for removed or non-existent URLs. It should return the correct 404 status and provide a way back to the website.

16. Content management

Authorised administrators should be able to manage the main website content through 1C-Bitrix without editing code.

- Manage clients, portfolio placements and map locations.
- Manage advertising structure types and services.
- Manage news and related content.
- Manage vacancies and, if approved, team members.
- Update page text, media, contacts and calls to action.
- Review integration settings available to authorised administrators.

17. Technical requirements

- CMS: 1C-Bitrix Site Management.
- PHP 8.1 or a compatible version supported by the selected 1C-Bitrix release.
- Apache 2.0 or later.
- MySQL 5.6 or a compatible supported version.
- HTTPS enabled in production.
- Responsive layout for desktop, tablet and mobile screens.
- Current versions of Chrome, Edge, Firefox and Safari.

18. Acceptance checklist

- ☐ All approved pages and sections are available.
- ☐ The website works correctly on desktop, tablet and mobile screens.
- ☐ Portfolio images, sliders and videos display correctly.
- ☐ The placement map displays the approved locations.
- ☐ Filtering the map by structure type returns the correct markers.
- ☐ Services, portfolio entries, clients, news and vacancies can be managed through 1C-Bitrix.
- ☐ Required form fields are validated.
- ☐ Successful commercial enquiries create the agreed record in Bitrix24.
- ☐ The Thank You Page opens only after successful submission.
- ☐ Non-existent URLs return the 404 Page and the correct HTTP status.

This document describes the agreed website scope at a portfolio level. Credentials, budgets, internal contacts and other confidential project information are intentionally excluded.