1. General Overview

- Website Type: E-commerce

- Platform: WordPress + WooCommerce

- Delivery Deadline: 10 days

- Target Audience: Global users (Multi-language support)

- Performance Target:

- GTmetrix Score: A-Level

- Seobility Score: 100% Optimization

- Loading Speed: Under 2 seconds

2. Core Functionalities & Features

2.1 Design & User Experience

- Modern, minimalist, and clean UI with a white background. (Apple-style animations: product zoom-in, zoom-out, angle changes, etc., smooth transitions. Also iqos.com is almost fully compatible with what we want.) And smooth-scrolling, unified page layout where users can navigate by scrolling down.

- Fully responsive design (Mobile, Tablet, and Desktop optimized)

- Dark mode/light mode toggle

- High-quality product images & videos and iframes (Lazy loading for performance)

- Seamless scrolling with interactive elements

- Branding guidelines (Colors, fonts, logo positioning)

2.2 Main Menu and Page Structure:

Home Page Format: Should include a striking slogan, product image or full screan video, price tag, and a "Buy or shop" button. For other information and features, Pages should scroll down smoothly.

- **About** (Company introduction, mission, vision, and visuals)
- **Accessories** (List of accessories and purchase buttons)

- **Support** (FAQs, contact via email, and contact details)
- **Blog/News** (News and blog posts, similar to a social media feed)
- **Shop / Store** (Redirects to the shopping page, similar to iqos.com)

2.3 E-Commerce & Product Features

- WooCommerce Integration

Product Pages with:

- High-resolution images

- Video demonstrations

- Reviews & ratings system

- "Add to Wishlist" & "Compare" functionality

- Dynamic Pricing & Discounts System (Coupons, bulk pricing, limited-time offers)

- Upsell & Cross-sell recommendations

- Multi-currency support (Auto-detect user location & display relevant currency)

- Stock Management System (Real-time inventory tracking)

2.4 Checkout & Payment Gateway

- Guest Checkout & Account-based checkout

- Payment Methods:

  - PayPal, Stripe, Payoneer, Apple Pay, Google Pay, Crypto (optional)

- One-click checkout option

  - Guest checkout, order tracking, abandoned cart recovery

- Abandoned Cart Recovery System (Automated emails & push notifications)

- Order Tracking System

- Multi-step checkout process (Optimized for conversions)

- Tax & VAT calculation (Geo-based)

2.5 Multilingual & Global Expansion

- Languages: English, Chinese, Arabic, German, Turkish, French, Russian, Spanish (

- Auto-detect user location & show relevant language (Automatic Language Detection or GeoIP-Based Language Redirection etc.)

- Multi-currency conversion

- RTL Support (Arabic & other right-to-left languages)

3. Marketing & SEO Features

3.1 SEO Optimization

On-page SEO:

- SEO-friendly URLs (**Clean and readable URL structures** should be implemented. All pages must include SEO-friendly title tags, meta descriptions, and alt tags.

- Schema Markup

- Image Alt-text optimization

- Yoast SEO or RankMath integration

- Automatic Sitemap Generation

An XML sitemap should be automatically generated and submitted to Google Search Console.

The robots.txt file should be properly configured for SEO optimization.

- SEO-optimized blog & product pages

- Google Rich Snippets support

- The blog should have well-defined categories (e.g., News, Tips, Product Updates, etc.).
- Blog posts should include SEO-optimized headings, internal links, and properly formatted images.
- AMP (Accelerated Mobile Pages) support should be considered for faster mobile loading times and better search rankings.

3.2 Marketing & Analytics

- Google Analytics & Facebook Pixel Integration
- Google Ads & Facebook Ads Compatibility
- Social Media Sharing Buttons
- Affiliate Marketing System Integration
- Email Marketing Integration (Mailchimp, Klaviyo, etc.)
- Push Notification Support
- Exit-Intent Popups for Lead Capture

4. Security & Performance

4.1 Security Measures

- SSL Certificate Installation (for HTTPS security and data encryption)
- GDPR compliance & Cookie Consent (Legally required for global users).
- Anti-fraud and brute-force protection (Essential for preventing attacks).
- Data encryption for customer data (Prevents data leaks).
- Secure Payment Gateway (PCI Compliance)
- User Data Encryption & GDPR Compliance.
- Automated Backups (Daily, Weekly, Monthly Options)
- Brute-force attack prevention & IP blocking
- Captcha & Two-Factor Authentication for login security. And also

CAPTCHA security should be implemented not only for login and registration forms but also on the checkout page to prevent fraudulent transactions.

4.2 Performance Optimization

- Fast loading times (under 2 seconds)

- Image Compression (WebP format for high-speed loading)

- Minified CSS, JavaScript, HTML

- Caching system (WP Rocket or W3 Total Cache)

- CDN Integration (Cloudflare or equivalent)

- 404 Error Handling & Custom Error Pages. *A custom 404 error page should be designed with a user-friendly message, navigation links, and a search bar to improve user experience and reduce bounce rates.*

- Performance Testing Before Launch (performance testing should be conducted, including load testing, stress testing, and mobile responsiveness tests)

5. User Accounts & Community Engagement

5.1 Customer Accounts & Profiles

- Easy registration & login (Google, Facebook, Apple ID sign-in)

- Order history & saved payment methods

- Loyalty Program Integration (Optional)

- Live Chat Support (AI-based or Human Support)

- Integrate a customer review section (WP Customer Reviews, Site Reviews, or Trustpilot Reviews etc.)

- Implement Accordion FAQ WP Responsive FAQ, or Ultimate FAQ for a structured, expandable FAQ section.

- Customer Support Ticket System

5.2 Reviews & Testimonials

- Verified Customer Reviews System

- Photo & Video Review Option

- Community Forum or Q&A Section (Optional)

6. Compliance & Legal

- Cookie Consent Management

- GDPR & Data Privacy Compliance

- Terms of Service & Refund Policy Pages

- Age Restriction (if necessary)

- Shipping & Returns Policy Page

7. Future-Proofing & Scalability

- Scalable Hosting Solution (Cloud-based, AWS, or Kinsta)

- Modular Codebase for Easy Feature Expansion

- API Integration Readiness (For Future Enhancements)

- Easily Expandable Product Catalog

- AI Chatbot for Future Automation

8. Deliverables & Timeline

- Complete WordPress WooCommerce Website

- Mobile & Tablet Responsive Design

- SEO-Optimized Structure

- Performance Optimized (GTmetrix A, Seobility 100%)

- Full Documentation for Future Maintenance

- After-Sales Support for 30 Days

9. Notes for Freelancer:

- Ensure pixel-perfect implementation of the design

- Test all functionalities before final delivery

- Prioritize security and performance

- Provide daily updates on progress