**KEDS, KES-CO Web Site Technical Specification**

1. **GENERAL FEATURES**
   * Features of 2 different web sites to be developed / designed for KEDS and KESCO companies.
   * Websites Publishing and the operation will be started KEDSUM and KES-COM.
   * Websites Microsoft Internet Information Service (IIS) 7.x and must be run on newwe systems.
   * Domains of web sites will belong to KESCO. Developed sites will be published following adresses <https://www.kesco-energy.com>
   * The codes of the web sites to be developed should be submitted to KESCO IT department at the end of the project.
   * Design of the web sites should be include Company colors and company priorities
   * Web design should be uniqe used designs will not approve.
   * Web site design must be responsive.
   * The website should be able to work without the user having to download any additional software external to the browser.
   * Developed websites can displayable wihout any corruption. Minimum resolution QVGA 3:4 (240:320) maximum is 4K 16:9 (4096x2160)
   * Between resolutions above, web site texts should be readable.
   * Web sites must be able to operate independently on the mobile platforms operating system . (Mobile Cell Phone, Tablet Computer etc.)
   * Each page of the Web Sites should be able to be viewed on client computer with javascript closed in 85ms and below in an environment with minimum 50mbps internet connection.
   * Web sites should be able to work without browser differences.
   * Web sites must be able to work with the https prefix. (SSL certificates will be provided by KEDS and KESCO )
   * It is the responsibility of KEDS and KESCO IT Units to develop sections that will be linked to KEDS and KESCO internal systems on the websites to be published.
   * The websites must contain links to social media accounts of KEDS and KESCO.
   * The KEDS website must contain Keds call center number.
   * The KEDS website should contain a link that can call the call center directly when the site is accessed from the mobile environment.
   * Web sites should have a separate design for client request error codes. Designs that contain descriptive messages for codes 404,403,401,500 should be included.
   * Error pages should have links to direct users to the homepage.
   * Error pages should be designed in accordance with the design of the site.
   * Web site should be displayed in a javascript disabled browser without disrupting the design integrity.
2. **CMS (Content Management System) Features**
   * The administration panel only and can be accessed from KEDS KESCO Local network.
   * It is the responsibility of the KEDS and KESCO IT department to publish the management panel on the internal company network, and the development responsibility of the panel of the contractor.
   * The content of each page , media files, published on the Admin Panel web sites ,  be able to view and update SEO parameters .
   * The administration panel should be able to create/update Menu order, New Menu and Submenus.
   * The administration panel should be able to remove the pages in the current publication, be connected to a sub-menu while adhering to the existing design, and be able to create and publish new pages .
   * The Management Panel should be able to optimize the multimedia file that will be uploaded to the system to be published on the website.
   * The administration panel should be able to share website contents in their social media accounts.

1. **Search Engine Optimization Features**
   * Websites should be integrated with google analytics, firebase platforms.
   * Google analytics and Firebase accounts to be integrated will be provided by KEDS and KESCO IT unit.
   * URL Mapping: The links of the pages to be presented on the web sites should be positioned to include the page title, content and main category and can be changed by the webmasters .
   * Meta Title
   * Meta Description  character range
   * Meta Robots
   * Index, Follow, Noindex - to add / remove tags
   * Headings
   * Ensure H1 - H6 - labels
   * Relatives - Enable URL independence to be set
   * Canonical URL - enable page-based insertion / removal of the tag
   * Nofollow Attribute - enable / disable page-based attribute
   * Anchor Items
   * [Anchor Text](https://translate.google.com/translate?hl=tr&prev=_t&sl=tr&tl=en&u=https://www.stradiji.com/sozluk/anchor-text/) for URL's
   * Alternative Text for Images - ensure that text on images on the site can be written
   * URL and Redirections
   * URL Rewrite Rule
2. **Development Technologies**
   * Websites should be developed in accordance with W3C Standards.
   * The following technologies can be used as Website development technology

* Backend: Asp.net or MVC.Net (.Net version 5.x and above)
* Front End (Design): HTML5 , CSS3
* Front End (Client Code): Javascript, Jquery, Angular JS