

Website Specifications Document

This Website Specifications Document outlines the structure, features, and functional requirements for the redesign and development of the Prime Waste website. The purpose of this document is to provide a clear and actionable roadmap for the project—from design through development—ensuring alignment between the client, design team, and development team.

The new website will present Prime Waste as a trusted, locally-owned business rooted in quality, details, and customer service. It will serve as a practical resource for customers, providing user friendly, clear information about services and offerings.

Built on WordPress with Advanced Custom Fields (ACF) and Custom Post Types (CPT), the site will allow for easy content management and future scalability. The design will prioritize responsiveness, usability, and clarity, while supporting third party integration for reservations.

This specification document, paired with accompanying wireframes and content strategy, will guide the successful delivery of a website that supports Prime Waste's business goals and strengthens its local brand presence.

ZKOZ DESIGN

Zach Kozdron

Prime Waste

Randy Vein

Goals & Objectives

- Focus on core offerings: Dumpsters, Fencing, Porta-lets
- Integrate Docket System
- Phone, Email Contact **Call to Actions**
- **Integrate and Embed Docket** to allow reservations
- Support editable content via ACFs and CPTs
- Present equipment rentals with clear details and organization
- Create a mobile-responsive, user-friendly layout
- Emphasize locally owned, and customer service oriented

Technical Specifications

Platform: WordPress (hosted on WP Engine)

Content Management: ACF Pro for custom fields; CPTs for Rentals and potentially Products

Design: Custom theme with responsive layout

SEO: Yoast SEO plugin; primary pages optimized for local and product-based keywords

Maintenance: Annual support plan covering core/plugin updates and basic SEO checks

Third Party Integration: Docket reservation software embed

Key Functional Features

Editable Content: Easily update and add new products

Custom Post Type: Services + Category filtering

FAQ Section: Easily updated via ACF repeater or flexible content

Modular Homepage: Structured layout using ACFs

Website Architecture

The following website architecture outlines the foundational structure and content hierarchy for the Prime Waste website. This architecture serves as the blueprint for how content will be organized, displayed, and maintained across the site. Each section and page listed below has a noted wireframe that reflects the layout, key content areas, and functional elements necessary for a clear and intuitive user journey.

HOME

ABOUT - *General Content Page Template*

SERVICE AREA - *General Content Page Template*

FAQs - *General Content Page Template*

DUMPSTER RENTAL - *General Content Page Template*

SERVICES - *Portal Page Template*

Dumpster Rentals - *General Content Page Template*

Fencing Rentals - *General Content Page Template*

Porta-let Rentals - *General Content Page Template*

CONTACT - *Link to footer*

DUMPSTER RENTALS

FENCING RENTALS

PORTA-LET RENTALS

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LEARN MORE ABOUT THE HEADLINE

BUTTON

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PRIME WASTE RENTAL SERVICES

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DUMPSTERS

RESERVE



SITE FENCING

RESERVE



PORTA-LET

RESERVE

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ABOUT PRIME WASTE

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CONTACT US TODAY

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SERVICES PORTAL PAGE

H1 SERVICES PORTAL PAGE

H2 PAGE SUBTITLE

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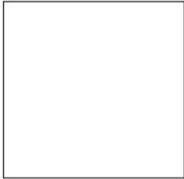


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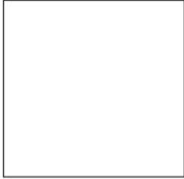


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PORTA-LET

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GENERAL PAGE CONTENT

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RESERVE

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ROLL OFF

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ROLL OFF

3 TONS INCLUDED

12'L X 8'W X 4'H

RESERVE

FREQUENTLY ASKED QUESTIONS

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FIRST NAME

LAST NAME

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PHONE

INQUIRY

SEND

Prime Waste

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ABOUTSERVICE AREAFAQDUMPSTER RENTALOUR SERVICES

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