



**OSTINATO  
RIGORE**

# Broughton Reserve

## WEB SPECIFICATIONS

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**OSTINATO RIGORE | BRANDING & CONSULTING**

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**Confidentiality Statement**

All information in this document is proprietary and confidential and may not be shared with anyone outside the employment of **Neal Patel** without prior written authorization from **OSTINATO RIGORE**

## **OVERVIEW**

This Website Specifications Document outlines the structure, features, and functional requirements for the design and development of the Broughton Reserve website.

The purpose of this document is to provide a clear and actionable roadmap for the project—from strategy and design through development—ensuring alignment between ownership, creative, and development teams. The website will reflect Broughton Reserve’s identity as a refined yet approachable bourbon-forward bar and gathering space, emphasizing craftsmanship, hospitality, and experience. It will serve as both a discovery tool for new visitors and a reference point for regular guests, highlighting menus, private events, and membership offerings while encouraging in-person visits and reservations.

Built on WordPress with Advanced Custom Fields (ACF) and Custom Post Types (CPT), the site will be easy to manage, scalable, and flexible enough to support seasonal updates, evolving menus, and future programs such as private lockers and society memberships. The design will prioritize mobile responsiveness, clarity, and storytelling, while reinforcing Broughton Reserve’s local, independently owned brand presence.

This specification document, paired with wireframes and content strategy, will guide the successful delivery of a website that supports Broughton Reserve’s operational, marketing, and brand goals.

## **GOALS & OBJECTIVES**

- Increase visibility of core offerings: food, cocktails, and extensive spirits selection
- Clearly present and differentiate standard menus versus reserve offerings
- Promote private events and event capabilities
- Support ongoing, editable content via ACFs and CPTs
- Highlight membership programs (Broughton Society, Broughton Bond)
- Create a mobile-responsive, user-friendly experience
- Emphasize locally owned, premium brand identity

## TECHNICAL SPECIFICATIONS

**Platform:** WordPress (hosted on WP Engine)

**Content Management:**

- ACF Pro for custom fields and modular layouts
- CPTs for Menus, Spirits, Events, and Membership Programs (as applicable)

**Design:**

- Custom theme
- Fully responsive layout optimized for mobile, tablet, and desktop

**Search Engine Optimization:**

- Yoast SEO plugin
- Primary pages optimized for branded, local, and hospitality-focused keywords

**Maintenance:**

- Annual support plan covering WordPress core updates, plugin updates, and basic SEO health checks

## KEY FUNCTIONAL FEATURES

**Editable Content:** Staff can easily update menus, featured spirits, homepage highlights, seasonal promotions, and announcements without developer involvement.

**Custom Post Types**

**FAQ Section**

**Modular Homepage**

**Forms**

- Private events inquiry form
- Employment inquiry form
- Email list / membership interest signup

## CALLS TO ACTION

- Private Events Inquiry
- See the Menus
- Reservations
- Join the Bourbon Club
- Learn About the Spirits Program
- Work With Us
- Follow Us

## AUDIENCE

Whether guests are visiting Savannah for the first time or searching for a new neighborhood favorite, the site should communicate a sense of place, quality, and hospitality while making it easy to plan a visit.

- Local Savannahians
- Event planners
- Savannah visitors
- Bluffton, Hilton Head, and Richmond Hill residents

## SITE ARCHITECTURE

(Primary navigation in bold; secondary pages listed beneath)

### Home

#### Menus

- Lunch + Dinner
- Brunch
- Cocktails
- Bourbon + Spirits

#### Private Events

**Bourbon Club** (*link to Bourbon Society Page*)

#### About

- Broughton Bond (Lockers)
- Bourbon Society (Club)
- Employment
- Contact
- Terms
- Privacy
- Gift Cards

#### Reservations

**NOTE:** Major changes to the site architecture after approval of this document may require a change order and incur additional charges.

**WELCOME IPSUM DOLOR SIT AMET CONSECTETUR**

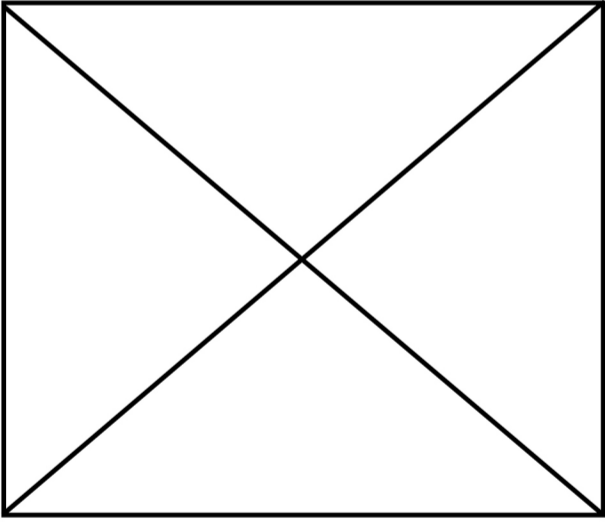
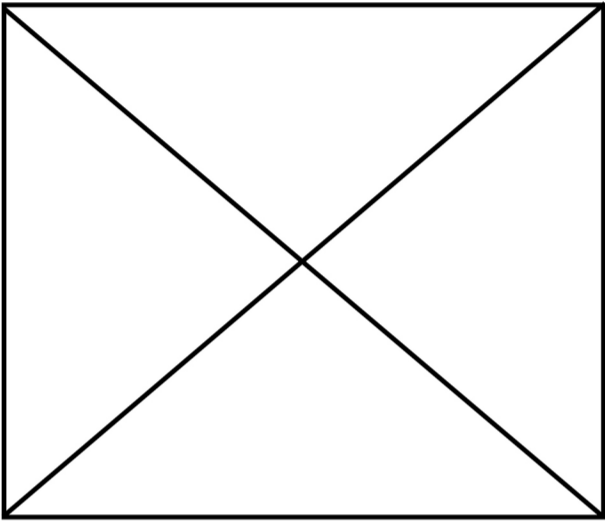
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RESERVATIONS

**FOOD + DRINK**

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OUR MENUS



**HOST YOUR EVENT**

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LEARN MORE

**HOURS & LOCATION**

107 W. Broughton Street  
Savannah, GA 31401

Located in Historic  
Savannah's Downtown

Hours of Operation  
Daily: 11AM —12AM

Kitchen Hours  
11AM - 11PM daily

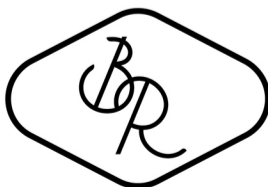
Brunch  
Friday-Sunday 11AM - 4PM



**NEWSLETTER**

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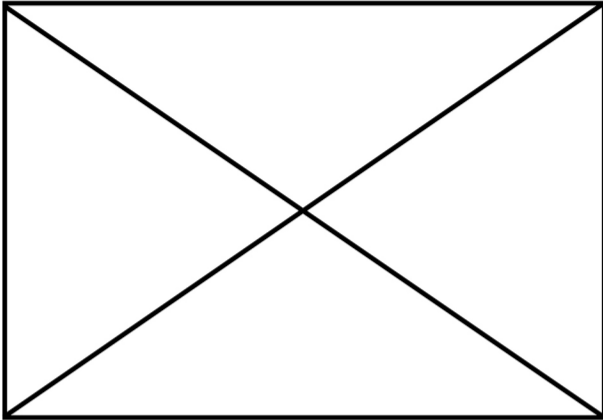
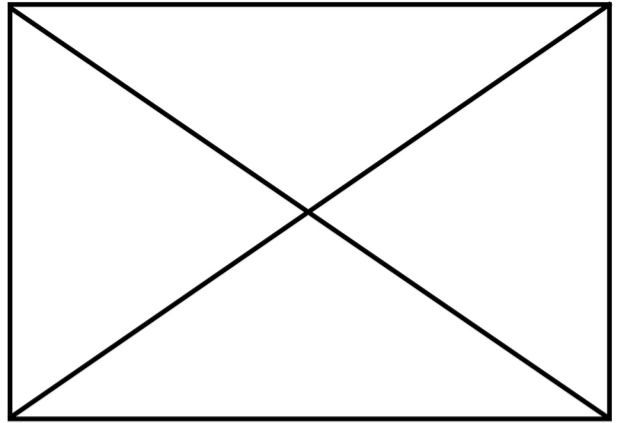
SIGN UP



## LUNCH + DINNER

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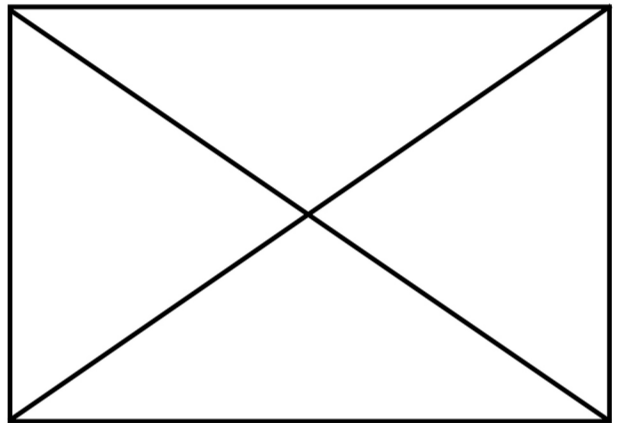
SEE THE MENU



## COCKTAILS

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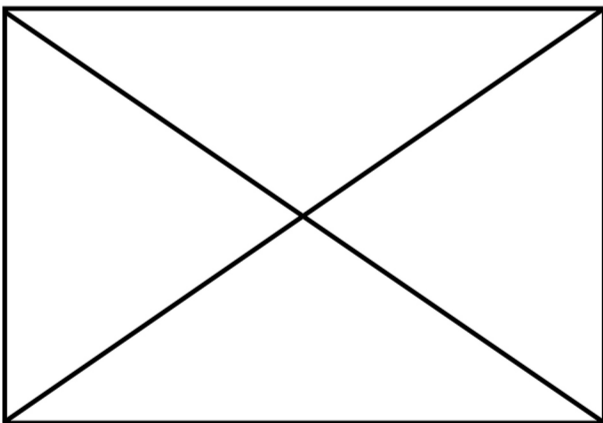
SEE THE MENU



## BRUNCH

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SEE THE MENU



## BOURBON

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LEARN MORE

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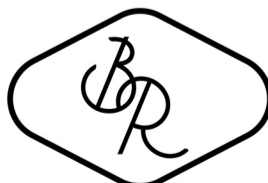
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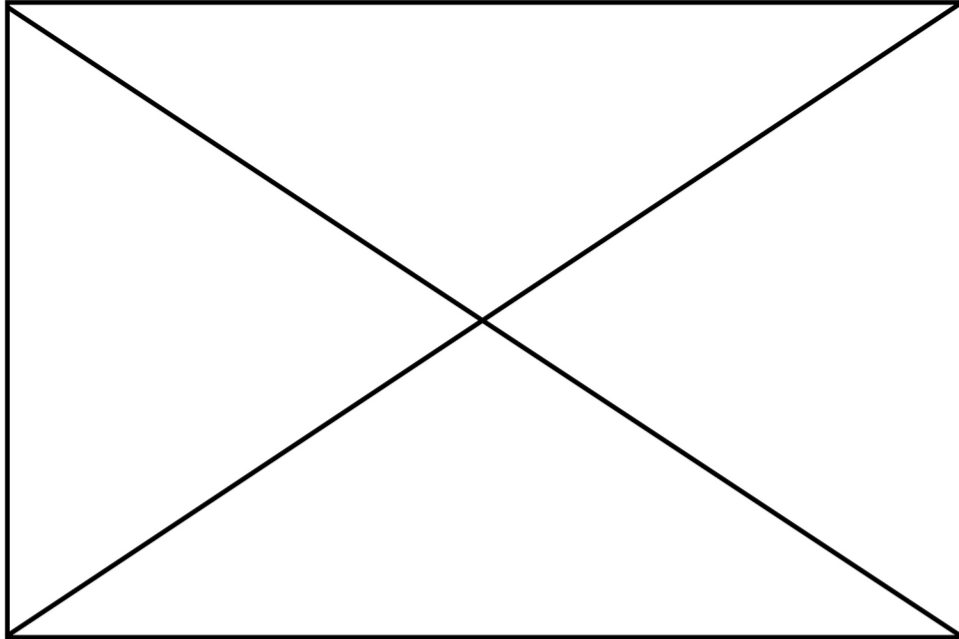


## NEWSLETTER

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SIGN UP



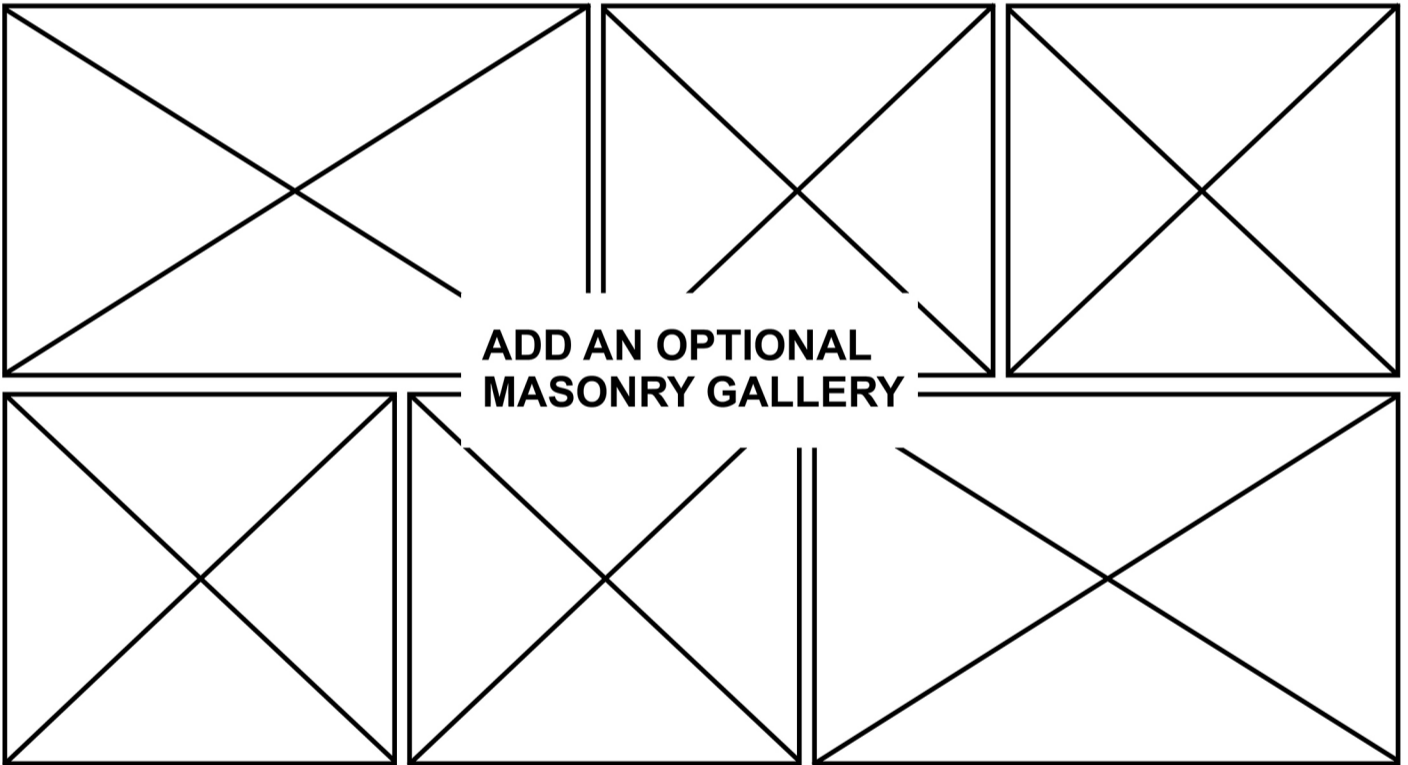


### GENERAL CONTENT

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ADD A BUTTON



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SIGN UP

