

Website redesign (HubSpot)

Development mandatory requirements



Prepared for

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Key points

- Content management experience

The customer wants to completely redesign his site on HubSpot's CMS platform.

- Performance

As a web agency and a recognized expert in our field, we're committed to delivering sites that meet the most modern standards. Performance is therefore an important criterion. Particular care must be taken with development practices to ensure that the code is as optimal as possible.

1. Layout

- [Link to the Figma layout](#)

2. Technical Requirements

Theme Settings:

- The theme settings should control the global css

Library Loading:

- All external libraries must be loaded internally, not via a CDN (including the fonts).
- No external libraries should be loaded in the `<head>` section. Libraries (e.g., Glide) must be attached to the module and loaded with the `defer` attribute when possible.
- **Do not use jQuery.**

Image Guidelines:

- All images must be less than 99 KB.
- All images should be in WebP format.
- **Background images are forbidden.** Use only `` tags for images.
- All `` tags must have the following attributes: `alt`, `width`, `height`, and `src`.
- All images should have dimensions that fit their container at its biggest dimensions.
- Use the function `resize_image_url` whenever images can be uploaded by the content editor.

Link Attributes:

- All links (`<a>` tags) must include attributes such as `hreflang`, `rel`, `title`, and `href`.
- **Do not use "external link" as the default type of link unless the module is designed to allow content editors to use external links.**

Code Quality:

- No commented code should be left in the final implementation.
- The HTML must be extra lean; avoid using raw snippets provided by HubSpot.
- Each module must have its own logo; duplicated logos within modules are forbidden.
- Each module must contain default content (text, images, links).
- **All field labels in modules must be meaningful and correctly spelled.**
- There should be **no hardcoded links or strings.**
- There should be **no hardcoded translations.**

Styling and CSS:

- All global CSS classes must be defined in a dedicated file (e.g., classes for CTAs, containers, etc.).
- All colors, font sizes, and other styles must be set in the theme style global parameters.
- Every link or element must have a hover effect.

Responsiveness and Structure:

- All pages and elements must be fully responsive.
- The HTML tree structure must comply with standards (e.g., `<h1>`, `<h2>`, `<h3>`, `<h4>`).
- Each page must have a single `<h1>` tag.

Error Management:

- All pages must be server-side rendered without errors.
- Errors in the inspector of any page are forbidden.

Class Naming Conventions:

- Class names must be meaningful and follow a consistent naming convention. Avoid names like `Get-started-for-free`. (I found this in Global-watch).

Templates and Previews:

- All templates should have a preview available.

3. Modules

We'll be utilizing the Parkour3 that is already installed in the HubSpot portal.

4. Blog

This website will have the following blogs:

1. Centre d'informations/Information center + single (the single will use wysiwyg)
2. Études de cas/Case Studies + single (the single will use wysiwyg + four modules for the last four section "see in this document for more détails)
3. Emplois/Careers + single (the single will use modules only)
4. Équipe/Team + single (the single will use wysiwyg)

5. Modules using HubDB

IMPORTANT: All modules utilizing HubDB must be coded to properly handle language variations.

1) **TESTIMONIALS** module

a) Fields in the table (name of the table “**TESTIMONIALS**”) :

- i) Quote (richtext)
- ii) Is it published ? (Type : checkbox)
- iii) Position (text)
- iv) Title (text)
- v) Icon (image)

b) Fields in the module:

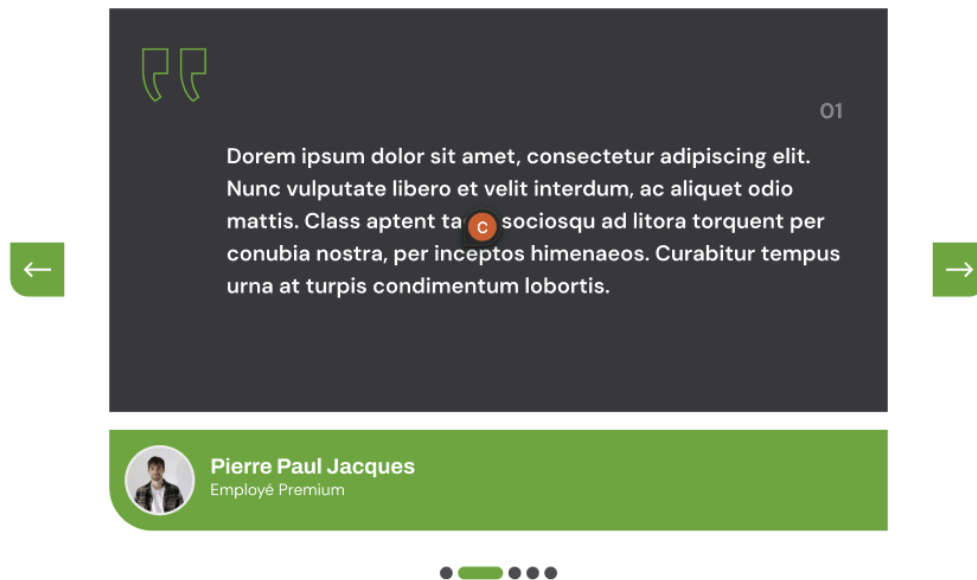
- i) HubDB (Type : HubDB selector)
- ii) Testimonials (Type : Repeater)

(1) **TESTIMONIAL**: HubDB droplist from **TESTIMONIALS** HubDB

(2) Has a link? (Type : True/False)

(3) Link (Type : Link; this field is conditional, it shows up if “Has link?” is true)





2) ICON & TEXT module

a) Fields in the table (name of the table “**ADVANTAGES**”) :

- i) Icon (Image)
- ii) Description (Text)
- iii) Is it published ? (Type : checkbox)

b) Fields in the module:

- i) Title (Type : Richtext)
- ii) HubDB (Type : HubDB selector)
- iii) **Advantages** (Type : Repeater)

(1) HubDB droplist from **ADVANTAGES** HubDB



3) LOGO SLIDER module

- a) Fields in the table (name of the table “**LOGOS**”) :
 - i) Icon (Image)
 - ii) Link (URL)
 - iii) Is it published ? (Type : checkbox)
- b) Fields in the module:
 - i) Title (Type : Richtext)
 - ii) HubDB (Type : HubDB selector)
 - iii) **LOGOS** (Type : Repeater)
 - (1) HubDB droplist from **LOGOS** HubDB

Nos partenaires



- 4) **ACCORDION** module
 - a) Fields in the table (name of the table “**FAQ**”) :
 - i) Question (richtext)
 - ii) Response (richtext)
 - iii) Is it published ? (Type : checkbox)
 - b) Fields in the module:
 - i) Title (Type : Richtext)
 - ii) HubDB (Type : HubDB selector)
 - iii) **FAQ** (Type : Repeater)
 - (1) HubDB droplist from **FAQ** HubDB



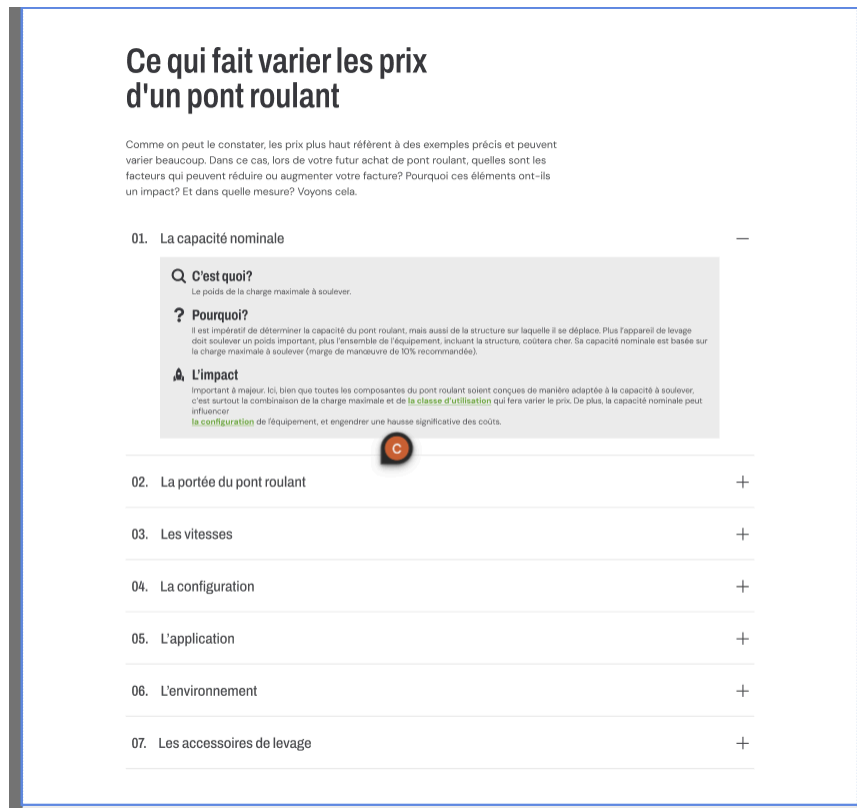
5) SPECIFICATIONS module (from ACCORDION module)

a) Fields in the table (name of the table "**SPECIFICATIONS**") :

- i) Title (text)
- ii) What (richtext)
- iii) Why (richtext)
- iv) Impact (richtext)
- v) Is it published ? (Type : checkbox)

b) Fields in the module:

- i) Heading (Type : Richtext)
- ii) Icon associated to **“What”** (type image; default will be the one from figma)
- iii) Icon associated to **“Why”** (type image; default will be the one from figma)
- iv) Icon associated to **“Impact”** (type image; default will be the one from figma)
- v) HubDB (Type : HubDB selector)
- vi) **SPECIFICATIONS** (Type : Repeater)
 - (1) HubDB droplist from **SPECIFICATIONS** HubDB



6) RESOURCES

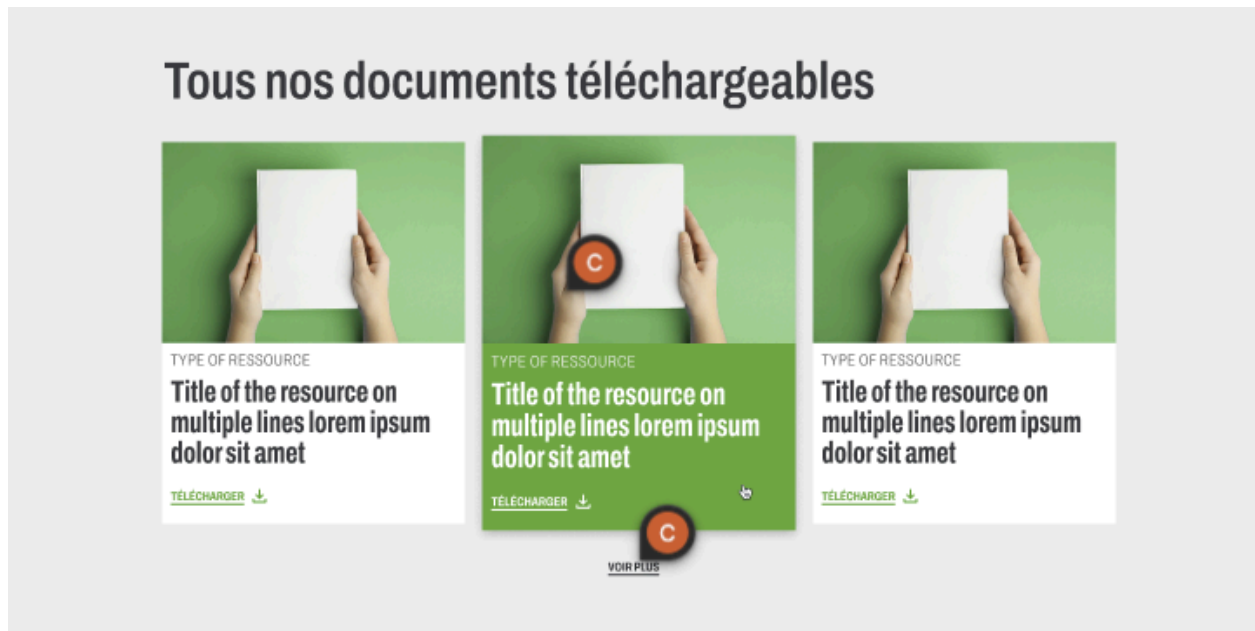
a) Fields in the table (name of the table “**RESOURCES**”) :

- i) Title (Type: text)
- ii) Resource (Type : File; Type File: Documents)
- iii) Image (Type : Image)
- iv) Type (Type : Select)
- v) Is it published ? (Type : checkbox)

b) Fields in the module:

- i) Heading (Type : Richtext)
- ii) HubDB (Type : HubDB selector)
- iii) Icon “Download” (type image; default will be the one from figma)
- iv) Label “Download” (default will “Télécharger”)
- v) **RESOURCES** (Type : Repeater)

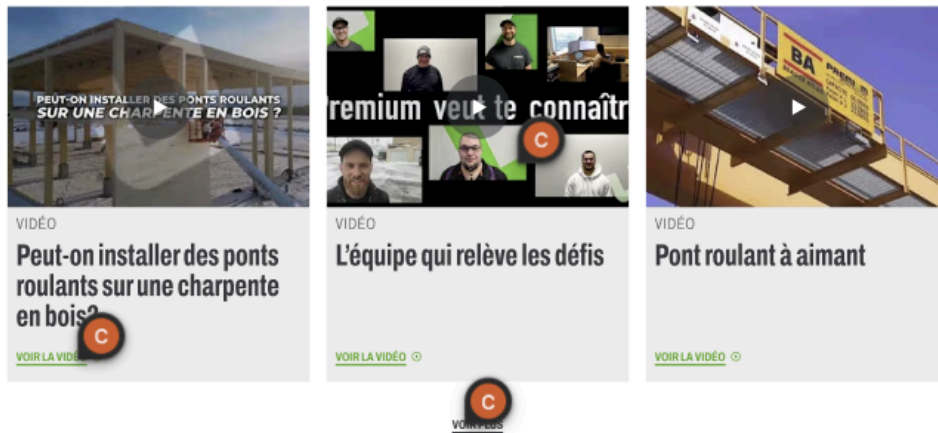
(1) **RESOURCE** : HubDB droplist from **RESOURCES** HubDB



6. VIDEOS

- a. Fields in the table (name of the table **"VIDEOS"**) :
 - i. Title (Type: text)
 - ii. Video (Type : Text) will the ID of the youtube vidéo
 - iii. Image (Type : Image)
 - iv. Is it published ? (Type : checkbox)
- b. Fields in the module:
 - i. Heading (Type : Richtext)
 - ii. HubDB (Type : HubDB selector)
 - iii. Icon "Play" (type image; default will be the one from figma)
 - iv. Label for button (Type: text; default will "Voir la vidéo")
 - v. Label for type (Type: text; default will be "VIDÉO")
 - vi. **VIDEOS** (Type : Repeater)
 1. **VIDEO** : HubDB droplist from **VIDEOS** HubDB

Toutes nos vidéo



7. Global Modules



8. Explanations for the listing post “ÉTUDE DE CAS/CASE STUDIES”

The filters displayed on the left side will correspond to blog tags. For each category filter, users will need to select the appropriate tags through a repeater interface.

The "Secteurs d'activités" (Business Sectors) category is unique in that it only allows the selection of a single filter, while all other categories permit multiple selections.



9. Explanations for the single post “ÉTUDE DE CAS/CASE STUDIES”

The content of the post has to use the native post content single post, except for the last four sections for which modules will be used:



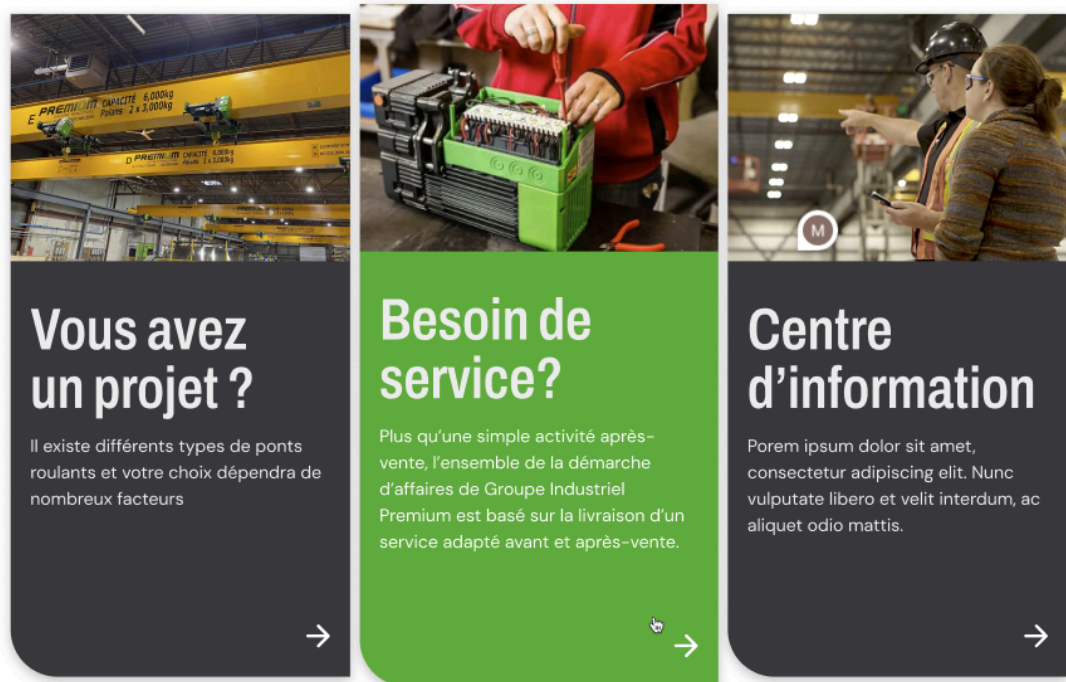
"Nos nouveaux ponts roulants sont vraiment efficaces pour charger et déplacer en toute sécurité de gros équipements comme ce MACH Trommel (crible rotatif) qui pèse 60 000 lbs!"

Karine Moreau - Responsable marketing Machinex

Équipement fourni

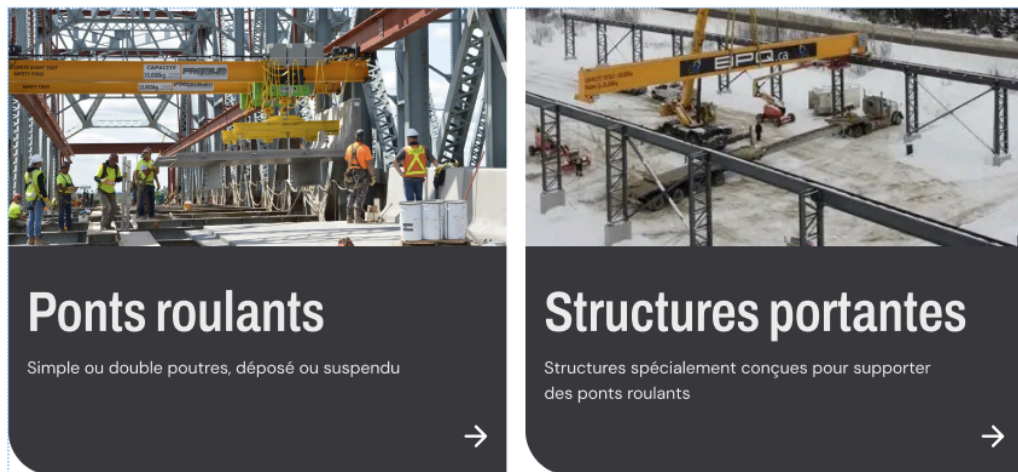
- ✓ Passerelle pleine longueur avec éclairage pour les opérateurs.
- ✓ Pont et chariot toutes roues motrices.
- ✓ Pont et chariot toutes roues motrices.

10. Screenshot CTA Tracking and parameters



data-id="project|service|information"

Nos principaux produits



data-id="ponts_roulants|structures_portantes"

Questions fréquentes

01. Combien coûte un pont roulant?	+
02. Quelles informations transmettre à mon fournisseur?	+
03. Délai de livraison d'un pont roulant	+
04. Korem ipsum dolor sit amet, consectetur adipiscing elit.	+
05. Korem ipsum dolor sit amet, consectetur adipiscing elit.	+

data-id="faq_01|faq_02", etc.