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PROJECT BRIEF · SHOWCASE WEBSITE

Showcase website for Plomberie Martin

Business: Plomberie Martin, Bruz Version: 1, dated 2 November 2026

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1. About the business

Plomberie Martin, in Bruz.

Plumber and heating engineer: emergency repairs, boilers and bathrooms.

Team: 2 to 10 people.

2. The project

Creation of a first showcase website, to present the business and receive requests from customers.

Project type: showcase website.

3. Goals and target audience

1. Be found on Google by customers in Bruz and nearby towns. Measured by: visits from Google, each month.
2. Receive quote requests through the website. Measured by: number of requests per month.
3. Let visitors call from their phone, in one tap. Measured by: clicks on the call button.

Target customers: private customers in Bruz and nearby towns.

4. The website pages

Home | Services: one page per service | Our work | Customer reviews | About | Online booking | Contact | Legal notice and privacy, in the footer

8 pages, to be adjusted with the provider.

5. Features

Contact form	Essential
Call button on phones	Essential
One page per service	Essential
Gallery of past work	Nice to have
Customer reviews	Nice to have
Online booking	Nice to have
Quote request with photos	Nice to have

6. Content and visual identity

Texts and photos prepared together: the quote says who does what, and by when.

Logo and colours: to be provided if they exist, otherwise to be included in the quote.

7. Technical and legal requirements

- Easy to read on phone, tablet and computer.
- Secure address (HTTPS) and regular backups.
- Local search: page titles, descriptions and a Google Business Profile linked to the website.
- Legal notice, privacy policy and cookie management.
- Domain name and hosting in the name of Plomberie Martin.

8. Budget, timeline and maintenance

Planned budget	from €1,500 to €5,000
Launch	within 3 months
Maintenance	priced separately (updates, backups, small improvements)

9. What each quote must include

- A detailed quote, item by item, to compare the replies with each other.
- A schedule with the sign-off dates.
- Two or three similar projects already delivered.
- The price of maintenance, per month or per year.
- Confirmation that the website and the domain name belong to Plomberie Martin.

Reply expected by: *to fill in*

Document prepared with the free generator on dibodev.fr. For a quote on this project: Léo Guillaume, Dibodev, dibodev.fr/en/contact.