

Product Requirements Document (PRD)

BALM Nexus — Phase 1: Website Redesign, Custom CMS & Blog Platform

Client	BALM Consulting Group (BCG)
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Related doc	Proposal: "Website Redesign, Custom CMS with Blog Publishing Platform," Aug 20, 2026

1. Executive Summary

BCG needs a rebuilt public website, a custom CMS, and a blogging platform so that non-technical staff can independently manage content while the firm strengthens its credibility with donor/partner evaluators (USAID, UNICEF, World Bank, UN Women) and improves organic search visibility for consulting services in Liberia and West Africa. This is Phase 1 of the longer-term "BALM Nexus" vision; the data model and architecture must not block later phases (partnership portal, internal workflow, AI opportunity scouting, proposal workspace).

2. Business Objectives

ID	Objective
BO-1	Give BCG staff full independent control of website content without developer involvement for routine changes
BO-2	Rank at or near the top of search results for consulting services in Liberia, for local and international donor audiences
BO-3	Provide a publishing platform for research notes, insights, and firm news that builds topical authority

BO-4	Establish a technical foundation that extends cleanly into future BALM Nexus modules without a rebuild
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3. Target Users & Personas

3.1 Super Admin (BCG Leadership)

Owns the account. Manages users, all content, media, and site-wide settings (SEO defaults, integrations). Low technical skill assumed — must be usable without documentation for common tasks.

3.2 Content Editor (BCG Staff / Comms)

Publishes and maintains services, projects, team profiles, and blog posts. Needs draft → review → publish workflow since leadership may want to review before anything goes live.

3.3 Public Visitor — Donor/Partner Evaluator

International or local reviewer (USAID, UNICEF, World Bank, UN Women, Adam Smith International) assessing BCG's credibility during procurement. Scans Team, Projects, and past-performance signals quickly, often on a laptop but sometimes on mobile while traveling.

3.4 Public Visitor — Prospective Local Client

Liberian business or government entity searching for a consulting partner via Google. Landing experience must build trust fast and surface a clear contact path.

3.5 Public Visitor — Researcher / Journalist / Peer

Reads the blog for sector commentary (governance, gender, peacebuilding, M&E). May subscribe via newsletter opt-in.

4. User Problems / Pain Points (Current State)

- Any content change currently requires developer involvement, causing delays and cost for routine updates.
- The site does not clearly showcase past performance in a way donor evaluators specifically look for during procurement.
- No blog/publishing channel exists to build search authority or demonstrate thought leadership.

- No structured SEO strategy — the firm is not reliably surfaced for high-intent search terms.

5. Success Metrics (KPIs)

Metric	Baseline	Target (6 months post-launch)
Organic search traffic	To be measured at launch	+50%
Ranking position for 5–10 priority terms (e.g. "monitoring and evaluation consultant Liberia")	Not ranking / unranked	Page 1 for at least 3 terms
Time for a Content Editor to publish a routine content change	N/A (requires developer)	< 10 minutes, no developer involvement
Blog publishing cadence	0/month	≥ 2 posts/month sustained
Core Web Vitals (LCP, INP, CLS)	To be measured	All "Good" per Google thresholds
Newsletter subscribers	0	Track growth trend from month 1

6. Functional Requirements

6.1 Public Website

- **FR-1:** Responsive Home, About, Services, Projects, Team, Contact pages.
- **FR-2:** Projects/Portfolio filterable by sector (Governance, Peacebuilding, Gender, M&E, etc.) and by funder (USAID, UNICEF, World Bank, UN Women).
- **FR-3:** Each project supports a downloadable summary document.
- **FR-4:** Team profiles display credentials, sector expertise, and representative work.
- **FR-5:** Testimonials and funder-logo trust bar on Home and About.
- **FR-6:** Downloadable resources section (company profile, capability statement, brochures).

- **FR-7:** Contact page with a validated inquiry form and clear routing (email or CRM-ready webhook).

6.2 Custom CMS

- **FR-8:** WYSIWYG rich-text editor for page content blocks.
- **FR-9:** Services manager — create, edit, reorder, retire service offerings.
- **FR-10:** Projects manager — create/edit; status toggle Ongoing ↔ Completed; attach funder, sector, dates, images, summary document.
- **FR-11:** Team manager — add/remove staff and associates; edit bio, photo, credentials.
- **FR-12:** Media library — central upload, search, and reuse of images/documents across all modules.
- **FR-13:** Draft → Preview → Publish workflow on every content type.
- **FR-14:** Per-page/per-post SEO fields — title tag, meta description, social preview image.
- **FR-15:** Role-based access — Super Admin vs. Content Editor, enforced on every mutating action.
- **FR-16:** Audit log of publish/edit/delete actions, visible to Super Admin.

6.3 Blog & Publishing

- **FR-17:** Rich-text post editor supporting images, embedded documents, long-form formatting.
- **FR-18:** Categories and tags (sector- and funder-based taxonomy).
- **FR-19:** Draft, schedule, and publish controls with author byline.
- **FR-20:** Auto-generated sitemap and RSS feed.
- **FR-21:** Optional newsletter opt-in block on blog pages/posts.

6.4 SEO

- **FR-22:** Structured data (schema.org) for Organization, Service, and Article types.
- **FR-23:** XML sitemap, canonical URLs, robots.txt, HTTPS enforced everywhere.
- **FR-24:** Editable meta titles/descriptions per page/post via CMS (see FR-14).
- **FR-25:** Google Search Console and Analytics integration.

6.5 Authentication & Access

- **FR-26:** Secure login for Super Admin and Content Editor roles; public visitors require no account.
- **FR-27:** MFA support on admin accounts.
- **FR-28:** Session management with secure logout and idle timeout.

7. Non-Functional Requirements

Category	Requirement
Performance	Core Web Vitals in "Good" range; public pages TTFB < 200ms via CDN/ISR caching
Availability	Target 99.5%+ uptime for public site
Security	OWASP Top 10 mitigations; encrypted transport (HTTPS/TLS); hashed credentials; least-privilege RBAC
Scalability	Stateless app tier; horizontal scaling of API; DB indexing for filtered project/blog queries
Accessibility	WCAG 2.1 AA across public site and CMS admin
SEO	All FR-22–FR-25 technical requirements
Compliance	Basic data-protection hygiene for EU/US-based donor visitors (no unnecessary PII collection, clear privacy notice)
Browser/Device Support	Latest 2 versions of Chrome, Safari, Firefox, Edge; iOS/Android mobile browsers
Maintainability	Documented codebase, migration-managed schema, no manual production DB edits

8. Representative User Stories & Acceptance Criteria

US-1 — *As a Content Editor, I want to add a new completed project with funder and sector tags, so that it appears correctly filtered on the Projects page.*

- AC: Project is not visible publicly until published.
- AC: Sector and funder filters on the public Projects page correctly include the new project once published.
- AC: A summary document can be attached and downloaded by a public visitor.

US-2 — *As a Super Admin, I want to see who published or edited any piece of content, so that I can maintain accountability.*

- AC: Every publish/edit/delete action is recorded with actor, timestamp, and target.

- AC: Audit log is visible only to Super Admin.

US-3 — *As a donor evaluator, I want to quickly see BCG's past performance by sector and funder, so that I can assess fit for a new opportunity.*

- AC: Projects page loads filtered results in under 1 second after filter selection.
- AC: Each project shows funder, sector, dates, and a downloadable summary.

US-4 — *As a Content Editor, I want to draft a blog post and schedule it for future publication, so that content goes live without me being online at that time.*

- AC: Scheduled posts publish automatically at the specified time.
- AC: Draft posts are never visible to public visitors or search engines.

US-5 — *As a public visitor on mobile, I want the site to load quickly and be easy to navigate, so that I can find services and contact information without frustration.*

- AC: Mobile Lighthouse performance score ≥ 90 .
- AC: Primary navigation and contact CTA are reachable within 2 taps from any page.

(Full backlog to be expanded collaboratively during Discovery — this is a representative sample for architecture and estimation purposes.)

9. Out of Scope (Phase 1)

Per the proposal, the following remain future-phase items and must not be built now, though the data model should not preclude them later: Partnership & Collaboration Portal, Internal Workflow Digitization, AI-Powered Opportunity Scouting Engine, Tender/Bid/Proposal Tracker, Proposal Writing Workspace.

10. Assumptions & Constraints

- BCG supplies brand assets and content for migration/rewrite.
- BCG designates a primary point of contact / eventual system administrator.
- Three revision rounds included per phase (per proposal commercial terms).
- Hosting/domain costs billed separately from development investment.

11. Risks

Risk	Mitigation
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Content migration delays from BCG side	Lock a content-freeze checklist at end of Discovery
SEO results depend on factors outside pure technical scope (backlinks, directory listings)	Set expectations: technical SEO is necessary but not sufficient; content cadence matters
Single points of failure in a small team's CMS usage	Role-based access + audit log + backups reduce blast radius of mistakes