

SRACO GROUP

Corporate Website Redevelopment

Marketing Brief & Requirements for IT

Prepared By	Marketing & Communications Department
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1. The Problem with Our Current Website

Before defining what we are building, it is worth being clear about what we are replacing — and why it is failing us commercially.

What the Current Site Gets Wrong	The Business Cost
No project portfolio or case studies	Clients cannot evaluate our capabilities before reaching out — we lose consideration before the conversation starts
No division-level content depth	Each of our four divisions is underrepresented; potential clients cannot find the specific service they are looking for
Visually outdated and template-based	We are benchmarked against competitors who look like they belong to the future; we currently do not
English-dominant with poor Arabic UX	We operate in a Saudi-first market; our primary language should lead, not be an afterthought
No lead capture or conversion path	There is no structured way for a prospective client to engage — no RFP flow, no quote request, no division-specific routing
Not mobile-optimized	A significant share of our audience will access us on mobile; the current experience is poor
No news, no announcements, no media	We have had meaningful company milestones that our digital presence has never communicated

2. What We Are Building — The Marketing Vision

The new SRACO website must function as three things simultaneously:

- A credibility platform — communicating our scale, history, certifications, and client relationships to enterprise buyers and government stakeholders.
- A capability showcase — presenting each division's services, portfolio, and expertise in a way that converts interest into enquiry.
- A growth engine — generating leads, supporting business development, and establishing SRACO's digital authority in the Saudi market.

One Group. Four Divisions. One premium digital experience.

The tone, design, and content strategy must position SRACO as a modern, forward-looking enterprise — not merely a traditional services contractor. We are competing for enterprise and government contracts at a significant scale, and our digital presence must reflect that.

The recommended headline positioning for the new website is:

"Building Saudi Arabia's Future — Across Every Sector"

3. Our Audience — Who the Website Must Speak To

Every design decision, every page, and every piece of content on this website must serve one of the following audience segments. IT must ensure the platform can support differentiated user journeys for each.

3.1 Primary Audiences

Audience Segment	What They Need from the Website
Corporate Decision-Makers (C-Suite, Procurement, Operations)	Immediate credibility signals: client logos, project scale, years of operation, certifications. A clear path to contact or RFP submission.
Government & Semi-Government Entities (Ministries, ARAMCO, SABIC, NEOM)	Compliance credentials, track record with comparable entities, clear Vision 2030 alignment language, and national content commitment.
Real Estate Developers & Hospitality Groups	Construction portfolio with visual project showcases, FM capabilities, and evidence of end-to-end delivery.
HR & Talent Managers seeking workforce solutions	Staffing sector experience, speed of deployment, headcount scale, and a structured engagement process.
IT Directors & CISOs at enterprise organizations	Certifications, service scope, cybersecurity credentials, and a technically credible presentation.

3.2 Secondary Audiences

- Strategic partners, subcontractors, and vendors exploring collaboration opportunities.
- Job seekers and prospective employees across all four divisions.
- Media, industry analysts, and sector associations.
- International companies exploring Saudi market entry with a local partner.

3.3 Language Strategy

Both languages.

4. Brand & Content Strategy

4.1 Brand Voice & Tone

The website must communicate with confidence, clarity, and authority — without corporate jargon. Our audience are senior executives and procurement leaders; they respond to evidence, not adjectives.

- Lead with outcomes, not features. Show what we have delivered, not just what we offer.
- Write for a non-technical executive audience. Scannable paragraphs, clear headers, and direct language.
- Align every section to Vision 2030 where relevant — this is not cosmetic; it is commercially strategic.
- Highlight local content (Saudization) commitments naturally throughout the narrative.

4.2 Content Pillars

Content Pillar	Purpose & Placement
Projects	The hero content. Detailed case studies with real photography, scope descriptions, client context, and measurable outcomes. Every division needs this.
Clients	Logos, testimonials, and sector-organized partnerships. Credibility through association.
Scale & Growth	Statistics counters, geographic expansion story, Vision 2030 positioning. Communicates SRACO's momentum.
People	Leadership team, culture, Saudization commitment, and workforce diversity.
Credibility	ISO certifications, IKTVA, awards, compliance credentials, and standards alignment.

4.3 Minimum Launch Content (Marketing Commitment)

Marketing commits to providing the following content by the agreed content freeze date:

- Minimum 15 featured project pages across all four divisions (approximately 4 per division), each with project description, client, scope, photography, and outcomes.
- Client logo wall with a minimum of 20 client logos, organized by sector.
- Company statistics: years in operation, total projects delivered, client count, and employee headcount.
- Leadership team bios and professional photography for all profiled executives.
- All division service descriptions across Facility Management, Construction, Consulting & Staffing, and IT & Cybersecurity.
- Certifications and accreditations content (ISO, IKTVA, Vision 2030 alignment, and others).
- A minimum of one news article or announcement per division for launch.

5. Website Structure — Marketing Requirements per Section

The following architecture is required. IT must ensure the CMS supports independent content management for each section without developer involvement.

Section	Marketing Requirements
Homepage	Full-screen hero with flagship project visuals and headline messaging. Key metrics counters (years, projects, clients, employees). Division quick links. Featured projects carousel. Client logo strip. Latest news. CTA: Contact Us / Get a Quote.
About SRACO	Company history with milestone timeline. Vision, Mission & Values. Leadership team with bios and photography. Certifications, licenses, and awards. Geographic footprint and expansion map.
Companies — ×5	Dedicated landing page per company. Sub-pages per company: Services Overview, Projects, Contact. Consistent layout across all four for brand cohesion. Each company page must be self-contained for direct entry via search or campaign landing.

Section	Marketing Requirements
Solutions	All companies' solutions combined.
Projects Portfolio	Filterable gallery by division, sector, location, and project type. Individual project pages with description, client, scope, imagery, video, and outcomes. Featured case studies with measurable results. This is our most commercially important content section.
Clients	Client logo wall organized by sector. Testimonials and attributed quotes. Selected client success stories.
News & Media	Press releases and company announcements. Thought leadership and industry insights. Photo and video gallery. Architecture must support future ERP integration for automated news publishing.
Careers	Open positions across all divisions. Life at SRACO culture section. Simple application form with CV upload. Architecture must support future ERP integration for live job feeds.
Contact	Contact form with division-specific routing — enquiries must reach the correct division, not a generic inbox. Office locations with embedded Google Maps. Social media links.

6. Design Direction & Visual References

Marketing is responsible for art direction. The following design principles are non-negotiable and must be reflected in the vendor brief IT issues.

6.1 Design Principles

- Photography-forward. Real project photography must lead every key page. No generic stock imagery.
- Full-width hero sections on all key landing pages — immersive, not templated.
- Clean white space with a strong typographic hierarchy. The design must breathe.
- Statistics and impact numbers displayed prominently as animated counters on the homepage.
- Premium and corporate in aesthetic — not playful, not startup, not generic SaaS.
- Consistent division layouts — each division page follows the same structure, reinforcing the Group identity.

6.2 Design References

The following websites are approved by Marketing as design and structural references. These must be shared with any shortlisted vendor as part of the brief.

Reference	URL	What to Adopt
Mace Group	macegroup.com	Multi-division corporate structure. Full-screen video hero. Immersive project storytelling. Clean premium design language that balances scale with clarity.
Aramco Digital	aramcodigital.com	A Saudi-born enterprise digital platform that reflects Vision 2030 ambition. Modern, sophisticated, and regionally relevant. Strong use of animation, bold typography, and a premium tech-forward aesthetic — this

Reference	URL	What to Adopt
		is the standard we are benchmarking against in the Saudi market.

7. Lead Generation & Conversion Requirements

The website must function as an active business development tool, not a passive information brochure. The following conversion elements are required from Marketing's perspective:

- A prominent, persistent call-to-action on every key page — minimum options: 'Contact Us' and 'Request a Proposal'.
- Division-specific contact routing: a single enquiry form must route to the correct division's commercial team based on the selected service category.
- An RFP or 'Get a Quote' flow — structured enough to qualify the lead, short enough not to lose it.
- All form submissions must feed into the CRM system. No leads to land in an unmonitored inbox.
- Thank-you confirmation pages after form submission — these are trackable events and part of our conversion funnel.
- Google Analytics 4 event tracking on all key conversion points: form views, submissions, division page visits, and project portfolio interactions.

8. Marketing's Technical Requirements for IT

The following technical requirements are driven by Marketing's operational needs and campaign objectives. These must be implemented by IT or factored into the vendor scope.

8.1 CMS — Content Ownership

Marketing must be able to manage all content on the website without raising IT tickets. We would like to know the flexibility regarding this matter.

- Add, edit, and publish project case studies.
- Post news articles and press releases.
- Update division service descriptions and leadership bios.
- Manage the client logo wall.
- Update certifications and company statistics.

The CMS must have a clean, intuitive interface. Marketing team members are not developers.

8.2 SEO — Our Discoverability Strategy

The website must be built for search from day one. Our target clients search for services before they search for companies.

- Full bilingual SEO implementation — Arabic and English keyword targeting in parallel.
- Technical SEO: metadata management per page, structured data/schema markup, XML sitemaps, and canonical tag implementation across bilingual page pairs.

- Local SEO optimization targeting high-intent terms: 'facility management Saudi Arabia', 'construction company Riyadh', 'IT cybersecurity KSA', and equivalents in Arabic.
- Clean URL structure aligned to Marketing's navigation: /divisions/facility-management, /projects/[project-name].
- Page speed is an SEO factor — the Lighthouse performance target of 85+ is a Marketing requirement, not just a technical benchmark.

8.3 Analytics & Campaign Tracking | *We are open to suggesting for us suitable tracking methods*

- Google Analytics 4 implementation with full event tracking across all conversion points.
- Google Tag Manager for Marketing-controlled tag deployment — Marketing must be able to deploy tracking tags independently.
- Arabic vs. English traffic split tracked and reported monthly.
- UTM parameter support for campaign landing pages and paid media tracking.

8.4 Performance — This Affects Our Brand Perception

- Page load time under 3 seconds. A slow website reflects poorly on SRACO's brand and directly increases bounce rate.
- Mobile-first design and development. Our audience accesses us on mobile; this is not optional.
- CDN configuration optimized for GCC region delivery.
- WebP image format and lazy loading for media-heavy sections.

8.5 Integrations Required

Integration	Marketing Need	Priority
CRM System	All form submissions captured and routed to sales pipeline	Launch
Google Analytics 4 + GTM	Full funnel tracking; campaign attribution; traffic reporting	Launch
Google Maps	Office locations for Contact page	Launch
LinkedIn	Optional company feed integration for News section	Post-launch
ERP — News Feed	Automated publishing of announcements from ERP to News section	Post-launch
ERP — Careers Feed	Live job listings synced from ERP to Careers section	Post-launch

9. Security & Compliance — IT Ownership

The following requirements are owned and led by IT. Marketing acknowledges these as mandatory conditions for launch and will not push for go-live until IT confirms they are met.

- SSL/TLS implementation with HTTPS enforced across the entire site.
- Web Application Firewall (WAF) deployed before production. Given SRACO's IT & Cybersecurity division, our own website must set the standard.

- OWASP Top 10 secure coding standards applied throughout development.
- Third-party Vulnerability Assessment & Penetration Testing (VAPT) completed before launch. Vendor must remediate all findings.
- Role-based CMS access: Marketing editors must not have access to infrastructure settings; IT administrators must not be able to alter published content without Marketing approval.
- Automated backups with documented recovery procedures.
- Hosting within the GCC region: AWS Bahrain, Azure UAE North, or equivalent — for performance, data residency, and regulatory alignment.

10. Deliverables & Joint Ownership

The following table maps each project deliverable to its owning department. Neither team should be doing the other's job — but both teams are accountable for the outcome.

Deliverable	Owner	Phase
Discovery & strategy document; audience personas; sitemap	Joint — Marketing Leads, IT reviews	Phase 1
Content inventory and asset preparation (projects, logos, photography, bios)	Marketing	Phase 1
Brand guidelines packaged for vendor	Marketing	Phase 1
Wireframes — all key pages, desktop + mobile, both languages	Vendor (Marketing approves)	Phase 1
Visual design concepts — 2 to 3 directions	Vendor (Marketing approves)	Phase 2
Full approved design set — all pages, Arabic and English	Vendor (Marketing approves)	Phase 2
Design system: typography, colors, components, grid	Vendor (IT reviews for implementation)	Phase 2
Frontend development — responsive, mobile-first	Vendor (IT reviews)	Phase 3
CMS integration with all launch content populated	Vendor (Marketing populates content)	Phase 3
Project portfolio module — filterable, CMS-managed	Vendor (IT validates; Marketing approves UX)	Phase 3
SEO setup — bilingual metadata, schema, sitemaps	Vendor (Marketing approves keyword strategy)	Phase 4
Security hardening, WAF, VAPT readiness	IT owns; vendor executes	Phase 4
QA testing and browser compatibility report	IT owns	Phase 4
CMS training session for content team	Vendor delivers; Marketing attends	Phase 4
Live launch — DNS, deployment, handover documentation	IT owns; Marketing sign-off required	Phase 4

11. Timeline

Marketing's requirement is a production-ready website within two months of project kick-off. The following milestone structure is proposed for joint IT and Marketing agreement:

Week	Milestone	Who Signs Off
Week 1–2	Kick-off, discovery sessions, content inventory, sitemap finalized	Joint
Week 2	Discovery document and strategy approved	Marketing Director + IT Lead
Week 3	Wireframes approved — desktop, mobile, Arabic and English	Marketing
Week 4	Visual design concepts presented — 2 to 3 directions	Marketing
Week 5	Final design approved — full page set	Marketing Director
Week 6–7	Development complete; staging site live with all content	IT (technical) + Marketing (content)
Week 8	QA, SEO, security hardening, VAPT complete	IT
Week 8	Live launch, DNS migration, team training delivered	Joint sign-off

12. How Marketing Will Measure Success

The following KPIs will be tracked in the six months following launch. Marketing will report on these monthly and share with IT for infrastructure planning purposes.

KPI	Target
Average page load time	Under 3 seconds
Lighthouse performance score	85+ on all primary pages
Mobile traffic engagement rate	Above 60%
Bounce rate on key division landing pages	Below 45%
Contact form submission rate	Above 2% of total site visitors
Monthly organic search traffic growth	10%+ growth within 6 months of launch
Project portfolio pages	Among the top 3 most-visited page categories
Arabic vs. English traffic split	Tracked and reported monthly

13. Immediate Next Steps

Marketing requests that IT review this document and confirm alignment on the shared requirements before we proceed to vendor selection. The following actions are required from both teams:

Marketing will:

- Package brand guidelines (logo files, color palette, typography) for vendor distribution.
- Complete divisional content inventory: project list, client logos, photography, and leadership bios.
- Assign a named content owner per division for ongoing input and review.
- RFP file.

IT is requested to:

- Review and confirm the technical requirements in Sections 9 and 10 of this document.
- Confirm the hosting and infrastructure setup and any constraints the vendor must work within.
- Define the CRM integration specifications so the vendor can scope accurately.
- Confirm VAPT partner and process so it can be built into the project timeline.
- Assign a named IT project lead as joint point of contact alongside Marketing.
- Prepare the shortlist of vendors to approach with the RFP.

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