**Static Data**

Static data will be implemented by coding.

**Meta Tags:**

**Meta tags** are snippets of text that describe a page’s content; the meta tags don’t appear on the page itself, but only in the page’s code. We all know tags from blog culture, and meta tags are more or less the same thing, little content descriptors that help tell search engines what a web page is about.

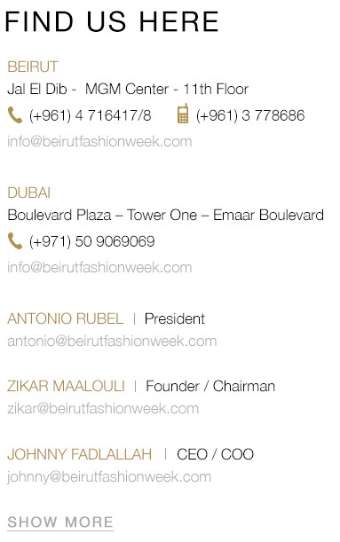
The three types of Meta Tags:

1. Meta **Keywords** Attribute - A series of keywords you deem relevant to the page in question.
2. **Title** Tag - This is the text you'll see at the top of your browser. Search engines view this text as the "title" of your page.
3. Meta **Description** Attribute - A brief description of the page.

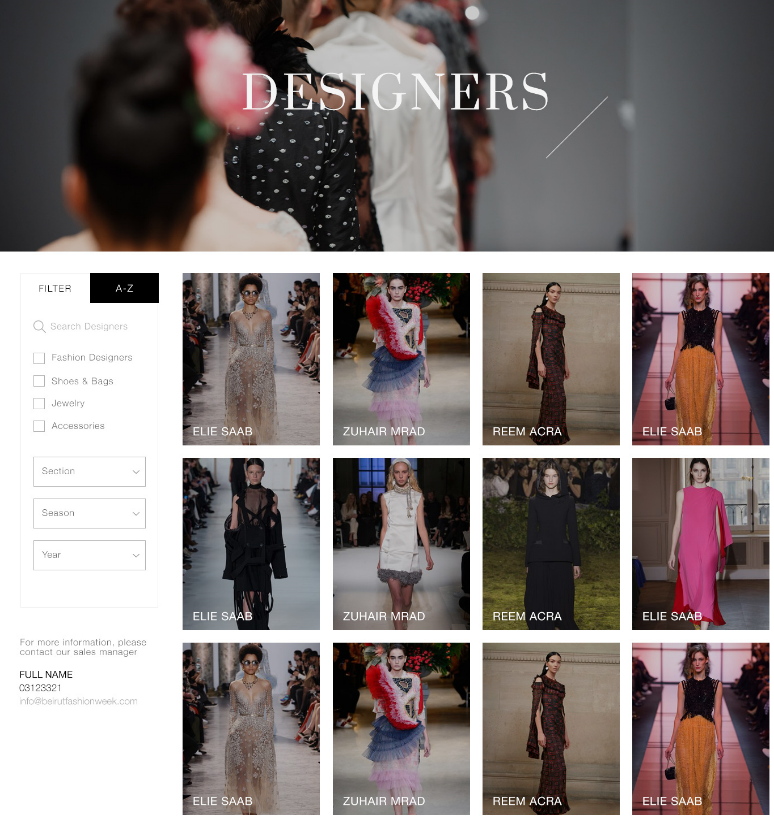
For each page (Homepage, Contact, Designers, Gallery, Highlights, About BFW, Schedule) we need **Meta Keywords**, **Meta Title**, **Meta Description** for both **Arabic and English** languages.

**About BFW (both languages):**

1. Text about Beirut Fashion Week **History** (between 50 and 150 words).
2. Text about Beirut Fashion Week **Mission** (between 50 and 150 words).

**Contact US (both languages):**

1. Where we can find you?
2. Country
3. Address
4. Phone/Mobile number
5. Email
6. Members and their Emails

**Designers & Gallery (both languages):**

1. Sales Manager:
2. Name
3. Email
4. Phone/Mobile Number

**Terms and Conditions (both languages):**

1. Text for Terms and Conditions.

**Dynamic Data**

**About BFW:**

Regarding the about page of the website, there is three main dynamic sections: charity, honorary members and testimonials. These sections should be filled from the backend of the website.

1. For the charity section, access **Cufex** 🡺 **Menu** 🡺 **About** 🡺 **Charity**
2. Fill the title, picture (thumbnail will automatically upload according to the uploaded picture), and description.
3. Link is optional.
4. Priority field is used to order between records. (by default 10)

**EX:** record with priority 1 is shown before the other of priority 2.

1. For the honorary members section, access **Cufex 🡺 Menu 🡺 About 🡺 Honorary Members**
2. Fill the name, position, company, country, email, and thumbnail
3. Link is optional.
4. Priority field is used to order between records. (by default 10)
5. For the Testimonials section, access **Cufex 🡺 Menu 🡺 About 🡺 Testimonials**
6. Fill the full name, position, and description.
7. Link is optional.
8. Priority field is used to order between records. (by default 10)

**Banners:**

Go to **Cufex** 🡺 **Menu** 🡺**Banner** 🡺**Definition**

1. Fill the client name, position, client mobile, amount, picture, publishing and expiry dates
2. Link is optional.

**PS:** *For the banner position (location on the website), there is now two positions:* ***homepage bottom*** *and* ***schedule bottom****. In case you want to add new positions kindly contact us.*

**Bloggers:**

Go to **Cufex** 🡺 **Menu** 🡺**Bloggers** and fill the name and the priority of each blog.

**Seasons:**

**Cufex** 🡺 **Menu** 🡺 **Season**

1. Fill the name, from date and to date
2. Priority field is used to order between records. (by default 10)

**Section:**

Go to **Cufex** 🡺 **Menu** 🡺 **Section**

1. Fill the section name
2. Priority field is used to order between records. (by default 10)

**Showrooms:**

Go to **Cufex** 🡺 **Menu** 🡺 **Showroom**

1. Fill the name and the related season.
2. Priority field is used to order between records. (by default 10)

**PS:** Season contains all the records defined the season section.

**Downloads:**

**Cufex** 🡺 **Menu** 🡺 **Downloads**

1. Fill the title, link and related season
2. Priority field is used to order between records. (by default 10)

**Highlights:**

Two steps are required:

1. Navigate to **Cufex** 🡺 **Menu** 🡺**Highlights 🡺 Categories** and fill the name (required) and the SEO Meta tags (optional)
2. Navigate to **Cufex** 🡺 **Menu** 🡺**Highlights 🡺 Definition**
3. Fill the title, related category, related season, related blogger, picture (thumbnail will automatically upload according to the uploaded picture), description, publishing and expiry dates.
4. Also, you can display the highlight on the homepage by checking the “Show on homepage” field and choosing the title and the homepage picture.
5. Priority field is used to order between records. (by default 10)

**Designer:**

Two steps are required:

1. Navigate to **Cufex** 🡺 **Menu** 🡺**Designer 🡺 Categories** and fill the name (required) and the SEO Meta tags (optional)
2. Navigate to **Cufex** 🡺 **Menu** 🡺**Designer** 🡺 **Definition**
3. Fill the title, city, email, address, mobile, picture (thumbnail will automatically upload according to the uploaded picture), designer picture, and description.
4. You can also choose the related designer categories, seasons, sections and showrooms.
5. Other optional fields: Facebook, Instagram, Twitter, Pinterest links
6. Also, you can display the designer on the homepage by checking the “Show on homepage” field and choosing the title and the homepage picture.
7. Priority field is used to order between records. (by default 10)

**Schedule:**

There are two steps also:

1. Navigate to **Cufex** 🡺 **Menu** 🡺**Schedule 🡺 Categories** and fill the name and the priority of each schedule category and the SEO Meta tags (optional)
2. Access **Cufex** 🡺 **Menu** 🡺**Schedule**🡺 **Definition**
3. Fill the related designer, related schedule category, date and time.
4. You can also display the schedule on the homepage by checking the “Show on homepage” field and choosing the title and two pictures that will appear next to each other on the homepage.
5. Priority field is used to order between records. (by default 10)

**Sponsors:**

1. Navigate to **Cufex** 🡺 **Menu** 🡺**Sponsors 🡺 Categories** and fill the name and the priority of each sponsor category and the SEO Meta tags (optional)
2. Access **Cufex** 🡺 **Menu** 🡺**Sponsors**🡺 **Definition**
3. Fill the title, related category, and picture.
4. Link is optional.
5. Priority field is used to order between records. (by default 10)

**Venues:**

Go to **Cufex** 🡺 **Menu** 🡺**Venues** and fill the title, related season, email, address and mobile.