

# Novex Communications – Website Vendor Brief (SEO-First)

## 1. Project Overview

Novex Communications plans to develop a new corporate website as the **foundation of its SEO and inbound marketing strategy**. The objective is not just a visual refresh, but a **search-optimised, authority-led B2B website** that educates businesses on music licensing and drives qualified enquiries.

This website should position Novex as: - The **leading authority** in music licensing in India - A **trusted partner** for multi-location, growing businesses - A brand that simplifies a **complex and compliance-led category**

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## 2. Core Objectives

- Build an SEO-ready website that can rank for **music licensing-related searches**
  - Clearly explain **what Novex does**, who it serves, and why it matters
  - Create a structure that supports **long-term content and SEO growth**
  - Generate inbound leads from **retail, hospitality, events, and commercial spaces**
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## 3. Target Audience (B2B)

- Restaurant & café owners
  - Hotel & hospitality chains
  - Retail chains & malls
  - Gyms, salons, QSRs
  - Event organisers & commercial establishments
  - CXOs, operations heads, legal & compliance teams
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## 4. Scope of Work Expected from Vendor

### A. Strategy & Structure

- SEO-led website architecture (not design-first)
- Keyword-informed page planning
- Clear user journey from education → enquiry

### B. Design & Development

- Clean, professional, corporate design

- Mobile-first and fast-loading
- CMS-based (WordPress/Webflow preferred)
- Easy internal content updates

### **C. SEO Foundation (Must-Have)**

- SEO-friendly URLs
- Page titles, meta descriptions, heading hierarchy
- Technical SEO best practices
- Schema implementation (especially FAQs)

### **D. Content Support**

- Guidance on simplifying music licensing language
  - Structuring explainer content and FAQs
  - Support for industry-specific pages
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## **5. Deliverables**

- Fully functional website
  - SEO-ready page structure
  - CMS access and ownership
  - Basic on-page SEO implementation
  - Post-launch support (bug fixes, minor fixes)
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## **6. What Vendors Must Share**

- Relevant B2B / SEO-driven website examples
  - Explanation of SEO-first approach
  - Detailed scope of work & timelines
  - Commercial breakup
  - Post-launch support details
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# **Ideal SEO Sitemap Structure for Novex Communications**

## **1. Core Pages**

- Home
- About Novex
- Why Music Licensing Matters

- Contact / Get Licensed
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## 2. Services / What We Do

(Each as a dedicated SEO page) - Music Licensing Solutions - Public Performance Licensing Explained - Compliance & Legal Assurance

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## 3. Industry-Specific Pages (High SEO Priority)

- Music Licensing for Restaurants & Cafes
- Music Licensing for Hotels & Hospitality
- Music Licensing for Retail Stores & Malls
- Music Licensing for Gyms & Fitness Centres
- Music Licensing for Events & Commercial Spaces

*(These pages help rank for intent-based searches and convert better)*

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## 4. Catalogue & Strength Pages

- Our Music Catalogue
- Bollywood Music Licensing
- Leading Music Labels We Represent

*(Positions Novex's catalogue depth without competitor comparison)*

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## 5. Knowledge Hub (SEO Growth Engine)

- Music Licensing Basics
- FAQs on Music Licensing
- Blogs & Industry Insights
- Compliance Guides & Explainers

*(This section supports long-term SEO and authority building)*

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## 6. Trust & Proof

- Clients & Partners
  - Case Studies (Optional, phased)
  - Testimonials
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## 7. Conversion-Focused Pages

- Get a Licence
  - Request a Callback
  - Enquiry Thank You Page
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## 8. Future-Ready Additions (Phase 2)

- City-specific pages (if needed)
  - Resource downloads (guides, PDFs)
  - Video explainers
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### Final Note

This sitemap is designed to: - Rank for **music licensing + industry keywords** - Educate before selling - Support Novex's long-term SEO and brand authority goals

Vendors should be comfortable executing and scaling this structure over time.