

Schweigen NZ Website Development Brief

Project: NZ MS & Spare Parts Store on Webflow

Overview

- Goal is to extend the existing Webflow-based website and Spare Parts Store into a dedicated experience for the New Zealand (NZ) market.
- This will involve adapting content, structure, and functionality to better serve a New Zealand audience while maintaining operational efficiency and ease of content management across both regions.
- The solution should leverage the current Webflow build and infrastructure as much as possible, avoiding duplication and ensuring scalable content management practices.

Objectives

- Launch a New Zealand-specific website experience (for now, downstream across multiple regions/markets)
- Maintain a consistent brand identity across AU and NZ
- Enable efficient content management across regions
- Minimise duplication of effort in updates and maintenance
- Ensure the Spare Parts Store supports NZ users (pricing, shipping, availability)
- Improve localisation (language nuances, compliance, currency, logistics)

Target Audience

- New Zealand consumers (retail customers)
- Trade or service partners (as applicable)

Key Considerations

- NZ-specific terminology and tone
- Local trust signals (NZ contact details, testimonials, certifications)

Approach

Ideally, a single Webflow instance with localisation

- Use Webflow Localization
- One codebase, multiple locales (AU / NZ), with automatic region switcher based on visitor IP or manual toggle
- Shared templates, region-specific content fields

Alternatively, a duplicate site

- Clone AU MS, and customise content for NZ
- Not ideal because of maintenance overhead and risk of content drift

Content Strategy

- Shared Content:
 - Core product/service pages
 - Brand story & IAQ page
 - Inspiration Gallery, Latest Videos, Latest Articles, Silent Rangehood Buying Guide, Welcome to Schweigen, Why Schweigen
 - Design system and layout
- Localised Content:
 - Pricing (NZD) and tax codes on Spare Parts Store
 - Shipping settings
 - NZ service, spare parts and contact details
 - NZ promotions and forms
 - NZ legal/compliance pages
- Webflow CMS Structure
 - CMS collections to support localisation, with example fields that may include:
 - Region (AU / NZ toggle)
 - Title (Default + NZ variant if needed)
 - Description (Default + NZ variant)
 - Pricing (separate fields per region)

** This allows one CMS item to be published across multiple regional outputs. Facilitates easy updates without duplication.*

Spare Parts Store Integration

Requirements:

- Supports NZD pricing
- Supports NZ tax handling and GST
- Supports NZ shipping rules and rates

Approach

- If the store platform allows:
 - Enable multi-region configuration within a single store
- If not, use conditional logic or storefront segmentation
- Chief consideration - ensure consistent UX between AU and NZ

UX Considerations

- Auto-detect or prompt for region selection
- Clear currency display (NZD vs AUD)
- Updated Store Locator & Shipping Rules

Content Management & Maintenance

- **Single Source of Truth**
 - Avoid duplicating pages where possible
 - Use CMS + conditional visibility
 - Centralise reusable components (symbols/components within Webflow)

Editor Experience

- Use Webflow CMS to update content for both AU and NZ
- Add new collections or assets (for eg: products, downloads, articles, videos, page or spare parts)
- Ability to manage region-specific messaging

Recommended Setup

- Clear CMS taxonomy and naming conventions
- Region fields with dropdowns

Governance

- Ability to define which content is Global vs Regional/Local
- Consistent content update workflows
- Ability to assign content update ownership by region

SEO Strategy

- hreflang tags (AU vs NZ)
- Canonical URLs: Ensure each page on the NZ site has a self-referencing canonical URL pointing to the .co.nz version.
- Localised metadata (titles, descriptions)
- NZ-specific keywords

Technical Considerations

- Maintain site speed and performance
- Leverage existing and ongoing global improvements (SRAs WIP)
- Ensure indexing of regional pages
- Avoid duplicate content issues and ranking downgrades

UX & Design Considerations

- Clear region switching mechanism
- Maintain consistent design system
- Localisation (spelling, tone, imagery where relevant)
- Implementing local trust indicators for NZ users (local contact information, local case studies, local testimonials, local certifications and standards referral, content featuring local homeowners / influencers / businesses / partners etc)

Analytics & Tracking

- Separate reporting for AU and NZ users
- Track region selection and behaviour
- Monitor conversion differences between sites

Deliverables

- NZ-ready Webflow implementation
- Localised CMS structure
- Updated Spare Parts Store configuration
- Region switcher UX
- SEO implementation (hreflang, metadata)
- Documentation for content management (if required)

Next Steps

- Audit current Webflow site and CMS structure
- Confirm Spare Parts Store capabilities
- Define localisation model (fields vs duplication)
- Design CMS architecture
- Implement NZ region
- QA (content, pricing, shipping, SEO)
- Launch, Monitor, Optimize