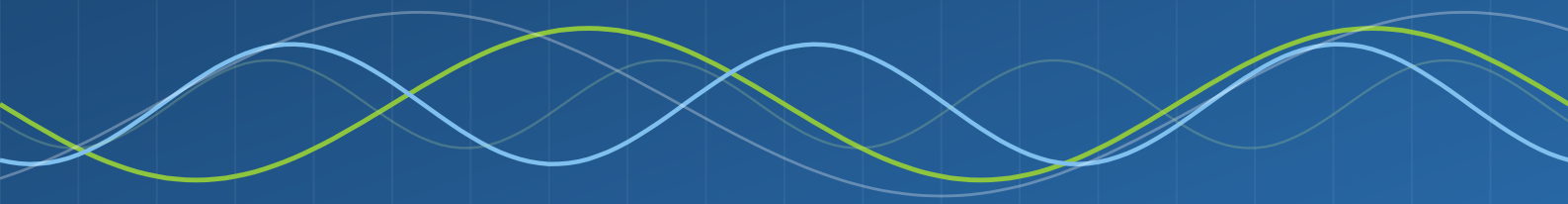
EAE Engineering Ltd
13 Adelaide Road, Dublin 2, D02 P950
info@eaeengineering.ie
www.eaeengineering.ie

WEBSITE FEEDBACK & REQUIREMENTS

New website: final feedback, content and launch requirements

Everything needed to finish the new eaeengineering.ie: structure, written content, branding, fixes, marketing readiness and handover.



PREPARED FOR
Infoicon Technologies
Attn: Pavan Kumar

PROJECT
EAE Engineering website
Staging: infoiconstaging.com

ISSUED
8 October 2026
Final feedback round

REFERENCE
EAE-WEB-2610-INF
Rev 0

OVERVIEW

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Purpose

This document is EAE Engineering's full and final feedback on the new website. It answers both open questions and sets out what we need for the site to be complete. **Please work through every section and confirm each item when you send the updated staging link.**

Launch

Please send us the updated staging link once these changes are made, along with the steps and timeline for going live. Our hosting is with Hosting Ireland, and the new site should be launched there in place of the current site, with the current site backed up first.

Payment

we've paid 50% so far. The remaining 50% will be paid once all the items in sections 1 to 6, 8 (apart from the Useful extras, which we'll agree separately) and 9 are complete and the new site is live and working on Hosting Ireland. For section 7, please tell us which items are included in the original scope, and send a separate quote for anything that isn't, so we can approve it before you start.

Document control

Document	
Reference	EAE-WEB-2610-INF · Rev 0
Prepared by	Engineering Director, EAE Engineering Ltd
Prepared for	Infoicon Technologies (Pavan Kumar) · cc Rebecca and Sema, EAE
Date	8 October 2026

About EAE Engineering

EAE Engineering Ltd is a Dublin-based electrical and automation company. We design, build, install and commission LV switchgear, distribution boards and control panels, and the automation and energy systems that run on them.

STRUCTURE & CONTENT

01 Site structure

Please organise the Solutions page into three sections. Together they spell out our name, E-A-E, so please keep them in this order:

1. **Energy Solutions**
2. **Automation & Control**
3. **Electrical Solutions**

(This is the same Energy, Automation, Electrical order as your current main menu, so the menu only needs the section names updated. The same three groups should be used in the main menu, the home page cards and the footer link columns, with each item appearing in one group only.)

New: a separate Services page. Alongside what we build, we also look after installations and advise clients: Servicing & Maintenance and Consultancy Services. These should **not** be added as a fourth section on the Solutions page, because the three Solutions sections are deliberately E-A-E and a fourth would break that. Instead, please create a new **Services** page:

- **Navigation:** add “Services” to the main menu, after Energy, Automation and Electrical and before Contact Us, and add a link to it in the footer.
- **Home page:** add a short Services strip below the Solutions block, with two cards (Servicing & Maintenance, Consultancy Services) that link through to the Services page.
- **Page layout:** a page heading and intro, then two blocks, one for Servicing & Maintenance and one for Consultancy Services, each with a photo, the text below and a “Contact us” button. In the Consultancy block, please show the six services as a list or small grid of tiles so they’re easy to scan.
- **Cross-links:** where it fits, link from the Solutions detail pages to the matching service (for example, from Power Factor Correction Panels to Power Quality Analysis, and from Main Distribution Boards to Electrical Network Design and Load Surveys).

The full text for this page is in the “Services page” section further down.

Renewable Energy and Grid-Tied Systems move out of Automation and into Energy Solutions. SCADA and PLCs appear under Automation & Control only.

Please use the text below in place of all existing product text. For each item, the first line is the card text and the paragraph is for the “View Details” page. The “Hello, World!” placeholder text must not appear anywhere on the site.

Solutions page heading and intro

Our Solutions

EAE Engineering is a Dublin-based electrical and automation company. We design, manufacture, install and commission LV switchgear, distribution boards and control panels, and integrate the automation, energy and monitoring systems that run on them. Every panel is built and tested in our own workshop, so one team is responsible from first drawing to final commissioning.

Energy Solutions

We help clients generate, store and manage their own energy, with the switchgear, protection and controls to connect it all safely.

Renewable Energy

CARD TEXT Electrical design and integration for solar PV, wind and other renewables.

DETAIL PAGE EAE provides the electrical design, switchgear and control panels for solar PV, wind and other renewable generation, integrating them with your existing installation to maximise self-consumption.

Grid-Tied Systems & G10 Protection

CARD TEXT Connection and protection panels for generation that runs in parallel with the grid.

DETAIL PAGE Any generator connected to the ESB network needs the correct interface protection. We design and build grid-tied connection panels including G10 interface protection, so your generation connects safely and meets ESB Networks requirements.

Energy Storage

CARD TEXT DC battery storage integrated with your generation and loads.

DETAIL PAGE We integrate DC battery energy storage with renewable generation and site loads, storing surplus energy and supporting critical supplies.

Energy Management

CARD TEXT Remote energy monitoring and management to reduce costs.

DETAIL PAGE Our bespoke energy management systems monitor generation, storage and consumption across your sites, giving you the data and remote control to cut energy costs.

Automation & Control

We are system integrators. We design the control panels, program the PLCs and build the SCADA systems that automate your process, then commission them on site.

PLC Control Systems

CARD TEXT PLC control panels designed, programmed and commissioned in-house.

DETAIL PAGE EAE designs, builds and programs PLC-based control systems for industrial processes, water and wastewater, HVAC and building services. We handle the full package, from panel design and build through software and on-site commissioning, so hardware and software work together from day one.

SCADA & Remote Monitoring

CARD TEXT SCADA and remote monitoring to see and control your plant from anywhere.

DETAIL PAGE Our SCADA systems give operators real-time visibility and control of their plant, with alarms, trending and reports tailored to the site. We use Ignition and other leading platforms, and we can connect remote sites securely so equipment can be monitored and managed from a central control room or a phone.

Motor Control Centres (MCCs)

CARD TEXT Motor control centres and motor control panels built to your specification.

DETAIL PAGE EAE designs and manufactures motor control centres and motor control panels incorporating starters, soft starters, VSDs and PLC control. Every panel is built and tested in our workshop before delivery and commissioned by our own engineers on site.

Variable Speed Drives (VSDs)

CARD TEXT VSD panels that match motor speed to demand and cut energy use.

DETAIL PAGE Running pumps and fans at full speed when the process doesn’t need it wastes energy. We supply, build and commission variable speed drive panels from leading manufacturers including ABB, Schneider Electric and Siemens, reducing energy use and mechanical wear and giving smoother process control.

Instrumentation

CARD TEXT Field instrumentation integrated into your control and SCADA systems.

DETAIL PAGE We specify, install and integrate field instrumentation (flow, level, pressure, temperature and power metering) into PLC and SCADA systems, so operators have accurate, reliable data from the plant.

IoT Systems

CARD TEXT Connected sensors and devices that turn plant data into useful information.

DETAIL PAGE EAE builds IoT solutions that gather data from sensors, meters and controllers across your sites and bring it together in one place. You can track performance, energy use and alarms remotely and spot problems before they cause downtime.

Hydraulic Control Systems

CARD TEXT Electrical control panels for hydraulic plant and machinery.

DETAIL PAGE We design and build electrical control systems for hydraulic power units and machinery, integrating pumps, valves, sensors and safety circuits under PLC control.

Electrical Solutions

From the main incomer to the final sub-board, we design and build the LV distribution that keeps your site running safely and reliably.

Main Distribution Boards

CARD TEXT Custom LV main distribution boards and switchgear, designed and built in-house.

DETAIL PAGE The main distribution board is the heart of any installation. EAE designs and manufactures LV main distribution boards and switchgear to suit each site's load, fault level and future expansion. We build and test every board in our workshop, then install and commission it on site, giving you one point of responsibility from design to energisation.

Commercial Distribution Boards

CARD TEXT Sub-distribution boards for offices, retail, healthcare and commercial buildings.

DETAIL PAGE We design and manufacture sub-distribution and final distribution boards for commercial buildings, from single boards to multi-floor schemes. Boards are built to the project's drawings and specification, fully tested before delivery, and installed and commissioned by our own engineers.

Power Factor Correction Panels

CARD TEXT Automatic PFC panels that cut kVA demand and reactive power charges.

DETAIL PAGE A low power factor means your installation draws more current and apparent power (kVA) for the same useful power. The result is reactive power charges on your electricity bill and extra load on cables, transformers and switchgear. EAE measures your site's load profile and designs automatic power factor correction (PFC) panels sized to it, so you only correct what you need. We also service and upgrade existing PFC equipment.

UPS & Backup Generation

CARD TEXT Uninterruptible power and standby generation to keep critical loads running.

DETAIL PAGE We design and integrate UPS systems, standby generators and automatic changeover panels so critical equipment stays powered through a mains failure. Each system is sized to the load and tested as a complete system before handover.

ATEX Solutions

CARD TEXT Electrical and control equipment for hazardous areas.

DETAIL PAGE EAE supplies and integrates electrical and control equipment for ATEX-rated hazardous areas, working to the site's zone classification and the equipment standards that apply to it.

Services page (separate page in the main menu)

Our Services

Beyond designing and building systems, EAE supports clients for the whole life of their installation. Our engineers maintain and service electrical and control equipment, and provide independent consultancy to help you plan, upgrade and get the best from your systems.

Servicing & Maintenance

CARD TEXT Planned maintenance, fault finding and breakdown support for panels and control systems.

DETAIL PAGE EAE keeps your electrical and control systems running with planned preventive maintenance, thermographic surveys, power quality surveys, fault finding and breakdown support. We service the equipment we build and equipment supplied by others, including switchgear, PFC panels, VSDs and PLC systems.

Consultancy Services

CARD TEXT Independent electrical engineering advice, studies and design from concept to commissioning.

DETAIL PAGE EAE's engineers bring hands-on experience of building and commissioning electrical systems to every consultancy project. We help clients understand their installations, plan upgrades and solve problems, with clear reports and practical recommendations. Our consultancy services include:

- **Electrical Network Design:** LV network and distribution design, cable sizing, fault level and protection coordination studies, and single-line diagrams for new builds, extensions and upgrades.
- **Power Quality Analysis:** on-site logging and analysis of harmonics, voltage dips and swells, flicker, imbalance and power factor, with recommendations to fix problems and protect sensitive equipment.
- **Load Surveys:** metered load surveys to establish actual demand, spare capacity and load profiles, giving you the facts before adding plant, applying for a supply increase or sizing new equipment.
- **Energy Audits:** reviews of how your site uses energy, identifying savings from power factor correction, VSDs, renewables and better control.
- **Specifications & Tender Support:** technical specifications, tender documents and bid evaluation for electrical and automation packages.
- **Feasibility Studies & Upgrade Advice:** assessments of existing switchgear and control systems, end-of-life and compliance reviews, and options for retrofit or replacement.

IMAGES

02 The images in the ZIP

These are photos of our own panels and should replace stock or third-party images on the cards and detail pages wherever possible. Please propose a mapping (image file name → product) and send it to Rebecca to approve, rather than waiting on us for a list. Please replace the IoT card image in particular: it is a diagram from another source and we don’t want to use third-party material.

BRAND

03 Branding

Please style the site to match our existing brand, which we already use on our client reports, so the website, reports and documents all look like one company.

Colours (please use only these):

Use	Colour	Hex
Headings, footer background, table headers	EAE Navy	#16324F
Buttons, links	EAE Blue	#2A6FB0
Accents, icons, numbers, highlights (logo blue)	EAE Sky	#54A3DB
Highlights, tick icons (logo green)	EAE Green	#8DC53E
Small uppercase labels above headings (e.g. “PRODUCTS”)	Dark Green	#5E9A22
Body text	Ink	#2B3440
Secondary text	Muted	#5F6B7A
Light section backgrounds	Tint	#F5F6F7
Warnings / notices only	Amber	#D98A1C

- **Hero and banner backgrounds:** a navy-to-blue gradient (#163351 → #1F4F80 → #296BAA), with white headings and the small label above in light green #BBDE98.
- **No red or pink anywhere** on the site.
- **Fonts:** Poppins for headings and Source Sans 3 for body text (both free Google Fonts).
- **Signature detail:** our reports use a thin vertical stripe in sky, blue and green down the left edge, and the line “Energy · Automation · Electrical” with the first letters in blue and green. Please carry these through, for example as a thin three-colour bar at the top of the header or footer, and in the footer strapline.
- Please use the original high-resolution logo files you already have from us, not a resized web copy.

PARTNERS

04 Partners section

- Fix the typo “Our client sand partners” → “Our Clients & Partners”.
- Replace the placeholder text “Welcome to Industries, a leader in industrial innovation…” with: “We work with leading manufacturers and technology partners to deliver reliable, high-quality electrical, automation and energy solutions.”
- Partner logos should be: **ABB, Schneider Electric, Siemens, Cubic and Ignition (Inductive Automation)**. Please use each brand’s official logo files from their media/brand pages.

CONTACT

05 Contact details and footer

- The phone numbers in the footer are wrong. Please take the correct numbers from our Google Business Profile listing.
- The address text is clipped at the start (“GINEERING LTD”) and runs off the edge. Please correct it to: **EAE Engineering Ltd, 13 Adelaide Road, Dublin 2, D02 P950**.

FIXES

06 Home page and site-wide fixes

We had another look at the home page and found the following, which also need fixing before go-live:

- **Template tagline:** the site description under the logo reads “Industrie is a modern factory website. specifically designed for who need construction, firms, oil, architecture”. Please replace it with “Energy | Automation | Electrical Engineering”.
- **Hero heading:** it reads “EnergyAutomationElectricalEngineering” with no spaces. It should read “Energy. Automation. Electrical.” (or “Energy, Automation & Electrical Engineering”). The hero slide content also appears twice.
- **Broken links:** two “Explore More” buttons and all four “Follow Us” links point to localhost/wp-admin addresses from your development setup. Please link the buttons to the correct pages. For social media, we’ll send you our page links; until then, please hide the Follow Us icons rather than leave dead links.
- **Lorem ipsum:** there is lorem ipsum text in the “Renewable energy systems” block and the Contact section. Please replace it with: “Talk to our engineers about your next project, from a single distribution board to a complete energy or automation system.” (Contact), and remove it from the Renewable block.
- **Contact form:** the “Contact Form” heading shows placeholder text and no form fields. Please add a working form (name, company, email, phone, message) that sends to info@eaeengineering.ie, and test it.
- **Opening hours:** please change to “Mon – Fri: 8:00am – 5:00pm”.
- **SCADA callout:** the bullet points show broken characters (“œ”“), and its”View Details” link goes nowhere. Please fix the encoding and link it to the SCADA page.
- **Home page product list:** the “All Products” block shows five items while the block above shows seven. Please make them consistent, or remove the duplicate block, since it repeats the hero text.
- **About Us:** please add a short About Us page to the menu. We’ll send the text.

MARKETING

07 Marketing and social media readiness

We'll be running marketing campaigns and building our social media presence once the site is live, so the site needs to be set up for that from day one.

- **Analytics and tracking:** install Google Tag Manager, with Google Analytics 4 running through it. Please set up contact form submissions, phone number clicks and email clicks as conversions. Please also leave the tags ready for the Meta (Facebook/Instagram) Pixel and the LinkedIn Insight Tag, which we'll use for advertising.
- **Cookie consent:** a GDPR-compliant cookie banner (Google Consent Mode v2) so tracking only runs once visitors accept, plus a Privacy Policy and Cookie Policy page linked in the footer.
- **Social sharing:** Open Graph and Twitter/X card tags on every page (title, description and a proper share image), so links look right when shared on LinkedIn, Facebook and other platforms. Social media icons in the header or footer linked to our real profiles (we'll send the links), and share buttons on news/case study posts.
- **News & Case Studies section:** a simple blog-style section we can update ourselves from WordPress, for project case studies, news and campaign content. Please show the latest three posts on the home page.
- **Campaign landing pages:** a reusable landing page template (headline, image, short text, enquiry form, no distracting menu) that we can duplicate for each campaign without needing a developer.
- **Lead capture:** a newsletter sign-up in the footer, connected to Mailchimp (or a similar tool you recommend), and contact form entries saved in WordPress as well as emailed, so no lead is lost.
- **SEO basics:** an SEO plugin (Yoast or Rank Math) with a unique page title and meta description on every page, an XML sitemap, the site submitted to Google Search Console, and 301 redirects from our current page addresses to the new ones so we keep our existing Google ranking. Please also add LocalBusiness schema with our address, phone and opening hours, matching our Google Business Profile.
- **Performance:** the site must be fast and fully mobile-friendly, as most social media traffic arrives on phones. Please compress images, enable caching, and send us the Google PageSpeed Insights mobile score before go-live.
- **Integrations:** please leave the WordPress REST API enabled (not blocked by security plugins), and make sure the contact form can send entries to a webhook or Zapier/Make, so we can connect other tools later.
- **Handover:** please give Stephen a full Administrator account on WordPress (not Editor), so we can add other users ourselves later, plus a short guide to adding posts, landing pages and tracking codes, so we can run campaigns without coming back to you each time.

LAUNCH

08 Launch, handover and aftercare

We'd expect the following as standard for a finished website, so please confirm each is included:

Ownership

- The domain, hosting (Hosting Ireland), all WordPress logins and all accounts (Google Analytics, Tag Manager, Search Console) are in EAE's name, with you added as a user, not the owner.
- Licences for the theme and any paid plugins are registered to EAE, so we keep updates if we ever change developer.
- Any stock images used are properly licensed to us. Please send a list of where each came from.
- On launch, a full backup of the finished site (files and database) is handed over to us.

Security and reliability

- SSL certificate (https) on all pages, with http redirecting to https.
- A security plugin, spam protection (reCAPTCHA or similar) on all forms, and automatic weekly off-site backups.
- Contact form emails sent through proper SMTP so enquiries don't land in spam. Please send a test enquiry to us before launch.
- WordPress, theme and plugins fully up to date at launch.

Quality checks before launch

- Tested on iPhone, Android, iPad, and Chrome, Edge, Safari and Firefox on desktop.
- Basic accessibility: alt text on all images, readable colour contrast, and forms usable by keyboard.
- A custom 404 page, a favicon (from our logo), and a Google Map on the Contact page linked to our Google Business Profile.
- No broken links. Please run a link check and send us the result.

Useful extras (please confirm whether these are included)

- A **Projects / Case Studies** gallery where we can add photos of completed panels and jobs.
- A **Downloads** area for our company brochure, capability statement and datasheets (PDF).
- An **Accreditations & Certifications** strip on the home page and About page (we'll supply the logos).
- A **Careers** page with a simple application form, as we recruit electricians and engineers.

Aftercare

- A 60-day period after launch during which any bugs or problems are fixed at no extra cost.
- A one-hour handover/training session (online is fine) covering editing pages, adding posts and case studies, and managing forms.
- Please tell us the cost of an ongoing maintenance plan (updates, backups, security monitoring) if you offer one, so we can decide separately.

GENERAL

09 General

- On the Main Distribution and Commercial Distribution pages, please replace the existing copy with the text above. The current copy describes EAE as an installation contractor only, rather than a designer and manufacturer.
- “Renewable Energy…” is cut off on its card. Please make sure full titles fit.
- Please check every page for leftover template or placeholder text before go-live.
- Please change the WordPress admin password before go-live, as it has been shared by email.