Brendan Williamson
https://github.com/BrendanW10/DGL203-Project.git
DGL-203 Project Milestone 2

Website Goals -

My goals for this website is to make an appealing, well organized, and professional website to attempt to showcase the word I have done, and can do

Target persona -

The Target persona will use my website if they are interested in any of the following: Graphic design, web design, brand identities, and or video editing. They will find one of their needs. As well as reasons why to trust me for the job.

Competitors -

https://v3media.ca/
https://sleekinteractive.com/
https://thewebsmith.ca/vancouver-island-web-design/

Advantages -

There are several advantages that I have over my competitors. One being the price of my products. These other businesses are just that. Businesses, so they charge a lot more for their work because there are a lot more expenses. I'm by myself. So all the money for my work goes to me. And no one else. So I can make more reasonable prices.

Another is that I can understand the customer more! Sometimes when you go to a business they will have multiple people working on one project. So when you as a customer go to talk to them. You may not be talking to everyone who's working on the project. When me and my customers have one on one, they can do that. I'm the ONLY one working on their project.

KPI's -

I will use google analytics to access and review my website's success.

Comments -

I asked my wife to give me a comment or suggestion for my site. One suggestion that was given was to have a spot on the screen that stays when I scroll that allows for easy contact. Something that sticks to the side of the screen that links to the contact page!