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ART 116: Design for the Web I

January 28, 2024

**Website Goals and Purpose**

**Business Name**: Little Sparrow Music Studio

**Description of Business**: Little Sparrow Music Studio is a studio in Chester offering piano and voice lessons in both individual and group settings. We offer lessons for all ages- from early childhood through adult.

**SMART Goals of our Website:**

Goal I: Increase registration to 5 students/class by the semester following launch

Goal II: Increase immediate registration on website, without the step of emailing or calling the Administrator by 100% (at least one client)

Goal III: Consistently achieve site traffic of at least two visitors per day

**Purpose/Mission Statement:**

The purpose of Little Sparrow Music Studio’s website is to fully populate the school body by providing studio information, convicting students of the excellence of the studio brand, and providing an efficient means of registration.