Colors - Warm

Target Aud. - Elderly and disabled

They want the site to be inviting, easy and friendly

They want a Home, About Us, Services, FAQ, Contact

What do you want your website to do for your company?

Professional business, get the company name out there.

Order of importance, what are the business objectives?

Exceptional service, Professional business

How do you plan to measure success on your website?

Surveys and client feedback

What do you imagine people using your site for?

Getting information about our services.

These are the other questions besides the ones on the handout we have.

Here are some of the general notes from the clients when they spoke to us on Monday.

2 types of services:

Non-skilled and Licensed nurses

Non-skilled employees will used to non-medical services

Licensed nurses will do:

Personal care

Companionship

Homecare and house care

Grooming

Personal laundry

They take most insurance except Medicare

1. Is there a particular preference in the colors you wish to have used?
2. Is the site intended for the elderly to receive information for the services, for the medical facilities, or for both? Seniors
3. Do you have a digital copy of your logo that we can use?
4. What are the services provided? Are there any you want highlighted on the website?