1. **Homepage Content & Priority**

   1. About - divided into the following subcategories:
      a. Mission (contains our mission statement)
      b. Locations (highlights the Madison & Milwaukee locations & managers)
      c. The B Kuhl Experience (highlights the main focus of what we do and justifies the price point)
      d. Affiliations (showcases professional organizations that we're a part of)

   2. Services - divided into the following subcategories:
      a. Weddings (self-explanatory)
      b. Private Events (divided into two links...one for corporate events, the other for school dances and proms...clicking on each link will bring you to a separate page with in-depth info)
      c. Partners (other wedding pros that we work closely with and highly recommend)

   3. Meet The DJs - All DJs located on a central page and listed in a tile format with their photo (with full name below the photo). Clicking on the tile for a respective DJ will bring you to a separate page that features a different background image, their picture, and info. A perfect example (and truly what I'm trying to emulate) can be found at the following link: http://bunndjcompany.com/djs/david-fox/ Love the BOOK NOW option at the top right!

   4. Client Tools - this will definitely be the most intensive part of the process as I'd like to design an entire back end part of the site that allows clients to login with their respective login info and work planning out their wedding using the tools on that page, should include a progress meter and menus/boxes that adapt based on selections made. See the Roman Candle's online application for a great example of what I'm going for here. It will most likely be broken up into four subcategories, with each subcategory serving a specific type of service we offer (weddings, school show, corporate events, etc). These will act as a "digital contract" for clients. Let's break it down a little:
      a. Plan Your Event (different sections, all based on our current event planner)
         i. Weddings
         ii. School Events
         iii. Corporate Events
         iv. Private Events
         v. DJ Consultation Recap
         vi. DJ Invoice Generator
         vii. Request Central
      b. Create Your Song List (integrated with our music database, see the following link for an example: http://bunndjcompany.com/tools/create-your-song-list/)
      c. Helpful Information (subcategories on same page, click to expand for each)
         i. Frequently Asked Questions
         ii. I've met with a DJ… What's the next step?

iii. Online Music Planning
iv. Online Reception Planning
v. Tips for Hiring a DJ
vi. Top 10 Tips for the Perfect Party

   d. Make a Payment
      i. Starts with asking for info (Name/Event and Payment Amount)
      ii. Click Proceed to Make Payment
      iii. Link to PayPal payment or Credit Card payment option(s)

5. Contact (nice and simple, like our current contact form but a bit more refined)

6. Blog (I'd like to begin writing a recap for each wedding I do as well as feature relevant blog posts from other wedding blog/sites here. Not sure exactly what format would be easiest, but here is another example of a well-executed site option from Joe Bunn: http://bunndjcompany.com/category/blog/)

7. Videos (tile format, featuring promo videos [soon to be produced] as well as highlight videos from a few weddings and other events to showcase what we can do, another great example of what I mean comes from Joe Bunn: http://bunndjcompany.com/videos/)

2. What to keep/change/move to the new website from old website (tabs left to right)

1. WeddingWire and Facebook feed on the front page (if possible). Will most likely utilize at least one of the "scrolling images featured on the front page as well. Also would like to keep the "buttons" at the bottom of the page for Best of Madison and WeddingWire. Will add NAWP button alongside them.

2. Meet the DJs page will be completely revamped utilizing text instead of embedded image

3. FAQ section will have small amendments made and will be moved to the Helpful Information submenu located under the Client Tools tab

4. Omit the Karaoke tab altogether, as this will be migrated to the Mad City DJs page

5. Weddings tab will be omitted as is, and will be covered under the Services tab

6. Past Clients will be omitted as is, and excerpts from relevant WeddingWire reviews will be applied to the individual DJ biographies under the Meet The DJs tab, the link to Yelp will be removed and replaced by a link to WeddingWire reviews, keep Facebook reviews link, keep link to leave a review for B Kuhl Entertainment but implement it differently, keep the photo scans of old Thank You Cards (in tile format, unsure of placement)

7. Omit Request Central tab and move it to Client Tools, keep it as is (more or less)

8. Contact Us will remain the same (with slight modifications/responsive menu options)

9. More Event Pros will be moved to the Services tab under Partners, will change format to be more visual (basically incorporating logos for the business with a link to their website)

3. Main goals for the website

As we discussed at our last meeting, I have two main goals for the website...one of those goals focuses more on the front end of things, the other is more of a back end focus.

1. Front End - I want potential clients who come to the page for the first time to be immediately drawn in by the visual aspect of the site, as my goal is for it to be very visually driven and in stark contrast to most of the other main DJ company websites in the Madison and Milwaukee markets. I'm hoping that they will immediately want to dig further for more info that doesn't necessarily center around price point, but instead highlights what we do well and what we do differently on a production level as well as a DJ level when compared to other companies in our market. I want them to be very emotionally attached to what they see in hopes that they spend as much time digging for more information about us **at the website** rather than bouncing on to other social media outlets or more so, our competition. I want to be extremely apparent from the moment they hit our page that we aim to offer more value than whatever price point they may be looking at for the service itself. I want them to see that we're trying to "raise the bar" so to speak, and get excited about the prospect of hiring such a devoted company.

2. Back End - I want clients to have the ability to go to our site at any time to plan out the details of their wedding day that will be primarily handled by us as the DJ/emcee. I want it to do two things…
   a. Be informative - rather than having to email me on a regular basis with simple/basic questions (i.e. How many songs should I have on my must play list? What should I do next? When do we meet to go over stuff again?), so that it frees up more of my time to focus on things that don't involve answering a mountain of emails with simple questions that could easily be answered at the website. This will give me an opportunity to devote more time to projects that will increase our production value or that will improve on things we already do well, but could do better. As the owner, I feel I spend a great deal of time answering emails/phone calls about little stuff that (while important) could easily be addressed at the site.
   b. Be useful - I want them to have the ability to forego filling out pesky paperwork and work on planning the different facets of their wedding reception/ceremony at our website so that they have a clear sense of where they need to give input and how well they are doing their part (with required fields, progress tracker at the top of the page, suggestions on what they could be focusing on/what to leave to us). I want them to know exactly how helpful the information that they're providing is to us, as well as be able to discern between important details and "clutter". I'm

thinking that the best way to do this is for them to have specific login info so that they have an individual profile that shows overall progress, as well as tips on what to work on next. I would also like this information to be readily accessible by the specific DJ that is assigned to take care of them on their wedding day.

4. High Quality Photos

I will be providing you with a folder of images to use either as a reference or for the final product in the very near future. I'd like to go through all the photos I've taken over the course of the 2013 wedding season, as well as photos provided to me by professional photographers that we've worked closely with who have been kind enough to donate some of their work. How many images do you think we would need? It would be good to know how many I should dig up so that I have a good frame of reference and can pick a good pool of the best photos we have.

5. Websites that I either don't like or that don't fit the style that we're going for

Many of these include competitors in our market or in the Milwaukee market. The main thing I'm trying to avoid is looking **anything** like them. I want it to be extremely apparent from the moment someone hits our page that we are different from the competition. Many of the websites used by our competition have a lot of blank space or white space. I want very little to no white/blank space on our website, much like you see at the Joe Bunn website reference multiple times above. Again, my goal is for it to be very visual and I'd like hi-res images to take up the entire frame with very little text, so that whatever text is displayed is clearly important and links to another section or info that is equally important and "to the point". I definitely want it to look "cutting edge". I want it to appear as if it is BRAND NEW, not 10 years old like most of the websites used by our competition. A few good examples of sites that may be "good" or even great in their own way, but do not fit our style or fit my vision, and why they don't fit for me.

http://www.celebrationsentertainment.com/ - too much white space, very basic looking, not enough emphasis on getting potential clients emotionally invested with imagery

http://www.jukeboxbandstand.com/ - too stuffy, basic looking, too much blank space...feels scattered and too much text that isn't pertinent to what the client is really looking for.

http://www.bkuhlentertainment.com/ - YES, our own website...as is. Too much color, too much blank space not being utilized by imagery, very scattered, no clear direction to take from one page to another, no true back end planning application for current clients.

http://www.pianofondue.com/WEDDINGS.html - TOO MUCH TEXT, looks unorganized. I have no idea where to even direct my attention. Clearly needs some sort of "focal point".

http://www.doubleplatinumdj.com/ - too much white space and a ridiculous amount of content that isn't relevant to the layman or someone not familiar with the ins and outs of what DJs do.