Site Mission Statement

Perry Lawn & Garden Landscaping web site will provide a professional and friendly portal to the services available from the business. The web site will attract new and returning customers, both homeowners and business owners, alike, to view services available, and ultimately hire Perry Lawn & Garden Landscaping to perform all their landscaping needs.

Site Objectives

1. Increase the number of homeowners and business owners aware of the presence of the company, including services available
2. Increase the number of homeowners and business owners who purchase services from the company
3. Allow a location where the customer can get an introduction to the face(s) behind the company
4. Encourage year-round services
5. Highlight special offers
6. Post client/company contract for future customers to view
7. Provide a simple relatively-maintenance-free web site with unobtrusive animation

Target Audience

Homeowners, commercial business owners primarily in south Snohomish County and north King County neighborhoods.

Site Concept Questions:

Personality

FRIENDLY – welcoming, calm, warm

CAPTIVATING –professional and attractive, attention-grabbing while tasteful

TRUSTWORTHY – hardworking, passionate, dedicated

Key Target Audience Insight

Perry Lawn & Garden Landscaping is a professionally-run, trustworthy company that offers a variety of landscaping services throughout the year.

Call to Action

1. Knowledge of the company – increase visibility of Perry Lawn & Garden Landscaping
2. Order multiple services – increase the volume of jobs for Perry Lawn & Garden Landscaping
3. Professionalism – improve the perceived professionalism of the company