**Site Plan – South Jordan Chamber of Commerce**

**Site Name**

South Jordan Chamber of Commerce

**Site Purpose**

This website will serve as a resource hub for business and residents in the city of South Jordan, Utah. This site will provide information on local events, host networking opportunities, showcase member business directories, and encourage local shopping. It aims to promote economic growth, support local businesses, and foster a strong sense of community engagement.

**Target Market**

* Business owners and entrepreneurs in South Jordan and surrounding areas.
* Local residents interested in supporting and learning about area businesses.
* Visitors and potential new residents seeking information about the business environment in South Jordan.

**Site Goals**

* Enhance member engagement through resources, event promotion, and networking opportunities.
* Attract new businesses and support the city’s economic development efforts.
* Strengthen the visibility and reputation of the Chamber as a trusted advocate for business interests in South Jordan.

**User Personas**

* Small Business Owner: David, a 44-year-old owner of a local bakery looking for ways to increase foot traffic and network with other businesses.
* Corporate Professional: Ryan, a 38-year-old regional manager of a financial institution looking to expand partnerships and stay involved in local economic initiatives.
* New Resident: Amanda, a 28-year-old who recently moved to South Jordan and wants to explore local businesses and attend community events.

**Scenarios**

* A business owner visits the site to learn about membership benefits and how to apply.
* A resident visits to browse the events calendar and sign up for a networking luncheon.
* A potential resident explores the business directory and reads about the quality of life and activities in South Jordan.

**SEO Plan**

* Use relevant keywords in page titles, descriptions, and blog posts (e.g., “South Jordan businesses,” “South Jordan Chamber,” “networking events South Jordan”).
* Claim and verify the stie on Google Business Profile.
* Encourage backlinks from member businesses and local media.
* Embed Google Analytics on all pages to track engagement.

**Color Palette for Web Design**

* Primary Color: #2F4B7C (deep blue)
* Secondary Color: #F95D6A (vibrant coral-red)
* Background Color: #F4F4F9 (light gray/white)
* Text Color: #333333 (dark gray/black)
* Font Family: “Josefin Sans, sans-serif

**Site Map**

Home

|-Discover

|-History

|-Demographics

|-Events

|-Directory

|-Member Businesses

|-Join

|-Membership Benefits

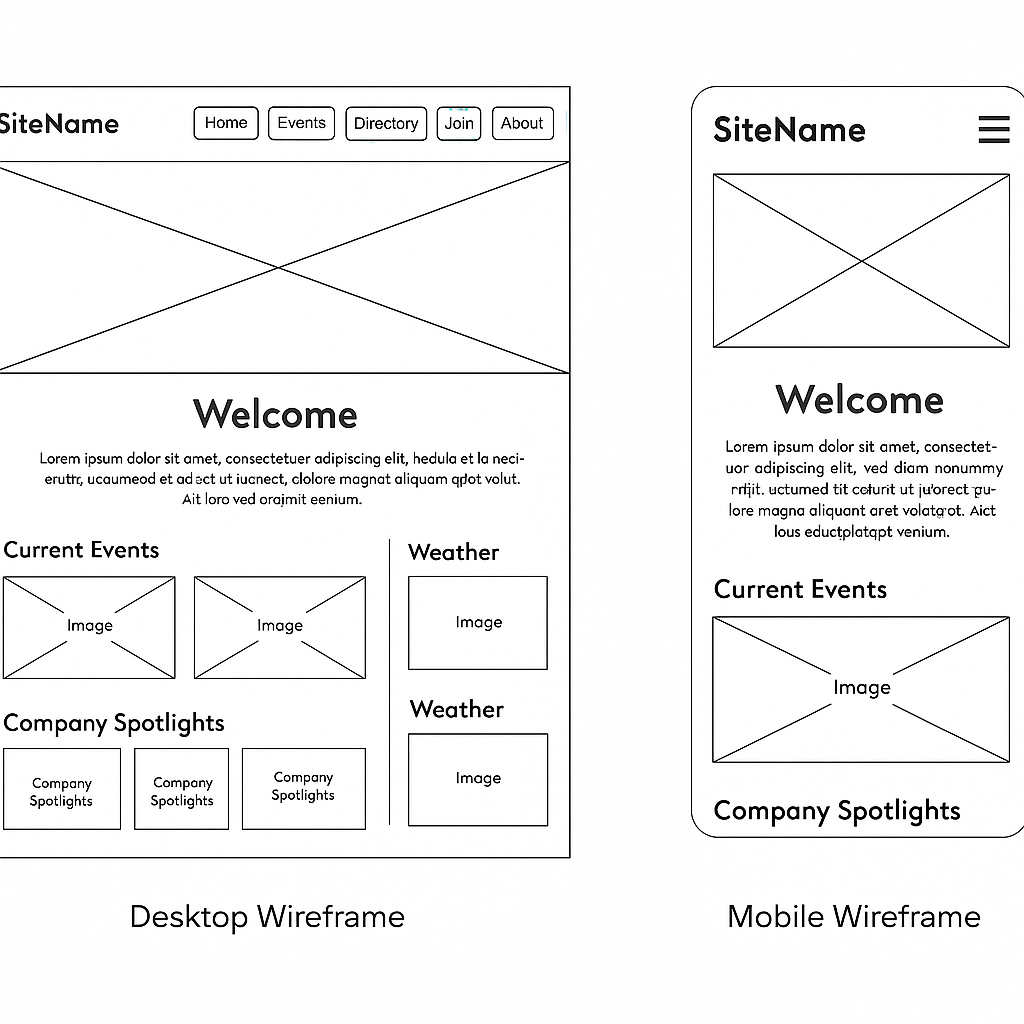
|-Application Form

|-About

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|-Contact

**Wireframes**

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