

Web Design Proposal

Prepared for Sun Baked Bakery



March 11, 2022

Loose Tie Designs©

06543 N Road Rd, Scottsdale AZ 85268

# Introduction

To the wonderful people at Sun Baked,

My team and I would like to thank you for the opportunity to earn your business as your provider of web design services. Here at Loose Tie Designs, we believe in helping small businesses like yours reach their fullest potential by providing them with modern, high-quality websites that suit their exact needs. We understand that in this day and age, a good website can be essential to a business’s success, and are willing to go above and beyond to make your website stand out in a way that draws in as many customers as possible. We sincerely hope that we can be the company to work with you moving forward, and we thank you for your time and your consideration.

# Goals of the Site

To make your website stand out, we’ve made an effort to understand your business’s target audience and will provide them with what they need as efficiently as possible, so that you can get right to making your sales. As we’ve previously discussed, your customer base is largely:

* 40+ years old
* Medium technical aptitude
* Looking for a place to eat

To help this customer base reach your business as seamlessly as possible, we’ve decided to prioritize the following:

* A simple but informative layout
* Easily to access menu and directions
* A theme that makes your food look even more enticing

Customers coming to the site will likely be looking to see what food is available, whether pickup and delivery are offered, and how to get to the bakery, which is what we as the site designers will provide. Our goal is to help your customers find the information they need, and in turn, to help you make your sales.

# Site Layout

Your website will include the following pages:

* Home
* Menu
* Directions
* Catering
* Pickup

These are all pages we have determined to be useful given your needs. Since customers will be likely to access the website from both desktop and mobile devices, we have created layouts for both cases. The pages will be set up as follows:

A picture containing diagram

Description automatically generated

All pages will follow this general layout. Visitors will be able to navigate by the menus on the side and top respectively, and clicking the “Sun Baked” text will return them to the home page. There will also be links on the home page to all the other pages in the content section.