**Site Name**  
National Cleaning Services Chamber of Commerce

**Site Purpose**  
This website will serve as a resource hub for professionals in the cleaning industry, including residential and commercial cleaning businesses, janitorial service providers, and independent cleaners. The site will offer industry news, networking opportunities, directories of cleaning service providers, and best practices for business growth. It aims to promote high-quality service standards, foster collaboration, and support the success of cleaning professionals.

**Target Market**  
Cleaning business owners, janitorial service providers, independent cleaners, and facility maintenance professionals.

**Site Goals**

* Improve professional networking by providing valuable resources, training, and events.
* Attract new cleaning service providers and businesses to join the chamber and benefit from industry insights.
* Enhance the credibility and reputation of the chamber as a trusted authority in the cleaning services sector.
* Encourage collaboration and knowledge-sharing among cleaning professionals.

**User Personas**

* **Small Cleaning Business Owner**: Mark is a 38-year-old entrepreneur who owns a residential cleaning business. He is looking for industry certifications, networking opportunities, and business resources to scale his company.
* **Janitorial Services Manager**: Lisa manages a commercial cleaning team and seeks insights on regulations, industry trends, and workforce management strategies.
* **Independent Cleaner**: Rachel is a self-employed cleaner looking for job opportunities, best practices, and training to enhance her skills.

**Scenarios**

* A cleaning business owner wants to join the chamber to connect with industry leaders and gain business development resources. They visit the website to learn about membership benefits and the application process.
* A janitorial services manager is searching for industry standards, certifications, and compliance guidelines. They explore the website for informative articles and legal updates.
* An independent cleaner is looking for training, job opportunities, and networking events to expand their business reach. They browse the website’s event calendar and job board.

**SEO Plan**

* Optimize site content with industry-specific keywords related to cleaning services and business growth.
* Verify the website on Google’s Business Profile.
* Establish backlinks from reputable cleaning industry platforms to improve search rankings.
* Implement Google Analytics to track site performance and user engagement.

**Design Brief**

* **Primary Color**: #\_\_\_\_
* **Secondary Color**: #\_\_\_\_
* **Background Color**: #\_\_\_\_
* **Text Color**: #\_\_\_\_
* **Font Family**: \_\_\_\_