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POE PART 1

WEDE5020

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Essay and Motivations

Hypothetical business idea - Dog food company – Quick Paws

Creating a website for a dog food company, Quick Paws, is a good way to reach a larger audience and increase sales. A website allows customers to easily access information about the company its products, and services. It also provides a platform for customers to purchase products online. Additionally, a website can be used to promote the company’s brand and build relationships with the customers.

When creating a website for a dog food company, it is important to consider the company’s goals and its objectives. The website should be designed to meet the company’s needs and provide a positive user experience. The website should be optimized for search engines and mobile devices as many customers access websites through their cellphones.

The website should include a blog, which can be used to provide customers with helpful information about the company and its products. The website should include a customer service selection, where customers can ask questions and get answers quickly. Finally, the website should include a secure payment system, so customers can purchase products online with confidence.

The website should include a layout and a numbering system that indicates the number of pages and easy to see fonts so the customers does not find it difficult to use. It should include a homepage with headlines and no plagiarized logos. And most importantly a contact us information such as the company’s number and email address for any queries.

The website should contain captivating colours and boarders to grab the interest of the customers or future potential clients interested in the products. Use themes for the websites for more ways to make the website stand out to customers and make sure to use images relating to the product and research.

Research and resources about the product are really important. It ensures to the customers more about the products and gives them better knowledge about the products they will be purchasing. It is important to provide resources in the homepage for the customers so they have a better understanding of the ingrediencies that in contained in the products.

Objectives

The objectives of a website for a Dog food company is for growth and prosperity towards the business. It helps the company grow in reputation and brings a rise of potential investors to the business’s products.

A website also helps advertise the business and creates a target market towards your company and its products and services.

An objective of the website is also to help the company sell products faster and get more clients. And with the function of online pay and deliveries it makes it easier for customers to obtain their purchased products quicker.

And the main objective of the website is so that the customers can get easy access to the company’s products and services and can get a clear understanding of the products provided, and also easy access to the company for any information and queries needed.

List of Resources

1. American Kennel Club (AKC): The AKC is a reputable source for information on dog breeds, dog health, and dog nutrition. The website provides a wide range of articles and resources related to dog food and nutrition.
2. Association of American Feed Control Officials (AAFCO): AAFCO sets the standards for pet food and feed ingredients in the United States. The organization provides information on regulatory requirements for pet food manufacturers, as well as nutritional guidelines for pet food.
3. PetMD: PetMD is a leading online resource for pet health and nutrition. The website provides a wide range of articles, expert advice, and product reviews related to pet food and nutrition.
4. Tufts University Cummings School of Veterinary Medicine: The Cummings School of Veterinary Medicine at Tufts University is a leading research institution in the field of animal nutrition. The website provides a wide range of articles and resources related to dog food and nutrition.
5. Dog Food Advisor: Dog Food Advisor is a website that provides independent reviews and ratings of dog food products. The website provides valuable information on the quality and nutritional value of different dog food products.
6. The Whole Dog Journal: The Whole Dog Journal is a monthly publication that provides information on dog health, nutrition, and behavior. The website provides a wide range of articles and resources related to dog food and nutrition.
7. The National Center for Biotechnology Information (NCBI): NCBI is a branch of the National Institutes of Health (NIH) that provides access to a wide range of scientific research related to animal nutrition. The website provides access to research studies and articles related to dog food and nutrition.

These resources can provide a dog food company website with valuable information on dog nutrition, regulatory requirements, and best practices for creating high-quality dog food.

Website Page and Content Page

1. Homepage:

* + Logo: A logo is a visual representation of your brand that represents your signature image of your company and should be prominently featured on your homepage.
  + Navigation: Navigation should be easy to find and use, allowing visitors and customers to quickly find the information they need.
  + Headline: A headline should clearly communicate the purpose of your website and what visitors can expect to find.
  + Value Proposition: A value proposition should be included to explain why visitors should choose your website over others.
  + Testimonials: Testimonials from satisfied customers can help build trust and credibility.
  + Search Bar: A search bar should be included to help visitors quickly find what they are looking for.

2. About us:

* Company Name.
* Company History.
* Mission Statement.
* Team Members.
* Contact Information.
* Social Media Links.
* Links to Other Pages on the Website.

3. Products and Services:

* Product or Service Description: A detailed description of the product or service, including features, benefits, and any other relevant information.
* Pricing: A clear and concise list of pricing options for the product or service.
* Photos and Videos: Images or videos of the product or service.
* Customer Reviews: Positive customer reviews and testimonials to help build trust and credibility.
* FAQs: A list of frequently asked questions about the product or service.

4. Contact us:

* Contact information such as; Phone Number, Email Address and Physical Address.
* Business Hours.
* Map or Directions.
* Privacy Policy.
* Terms and Service.

5. Blog Page:

* A catchy headline, Paws gone while.
* An engaging introduction.
* Links to other relevant content.
* A call to action.
* Social media sharing buttons.
* A comment sections.

References

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