Dog Grooming Website Plan

Your Name: Landon Morton

Name of the Dog Grooming Business: Simple Grooming

Ideas for your website

Determine the type of information the website will provide.

Idea 1: Videos of our processes

Idea 2: A page to schedule a visit

Idea 3: A way to help rescue dogs from the pound/bad homes

Idea 4: Contact information page

Idea 5: A page containing information of the products we use and a way to ask for specific ones

Website Plan

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| Topic | Questions | Answers |
| Purpose of Website | What is the purpose and goal of the website? | To represent our family business and get customers in the door |
| Target Audience | Describe the target audience (age, gender, demographics) | Anyone with a dog and cash |
| Graphics | What graphics will you use on the website? | Pictures of animals, flashy text that catches the viewers attention and leads them to new links/pages, videos of what we do, etc |
| Color | What colors will you use within the site to enhance the purpose and brand? | A warm and inviting color pallete |
| Accessibility | How will the website accommodate people with disabilities? | Captions on videos, alt text, audio recordings, maybe a prompt for a site reader, etc. |
| Project Timeline | Identify the project timeline | 2-3 weeks minumum, 1-2 months maximum |

Wireframe

Sketch the wireframe for the home page below.



Site map

Create a site map for the website below.

