Draft: Website Plan

Purpose statement

Provide land for development to commercial and residential developers for new projects.

The land should be under contract and at or below market price.

Goals

The Goal is to contact potential first party landowners to initial a contract service for sale.

Once the initial agreement is established, the land information will be posted on the website.

When an developer requests the land information the contract with the quote will be submitted to the developer.

Target Audience

Target audiences are commercial and residential land builders/developers

Colors

Green, light blue and brown.

Typography

Any sans type fonts. I want to convey a business no nonsense website. I need to communicate honesty and business sense. My website should conform to large company website designs. This is why I chose Boeing’s website to evaluate.

Mockup