Website Design Proposal

Introduction

Your company needs a digital presence in this digital world.

A good website can exponentially increase your reach, while working for you 24/7, virtually for free.

Websites also give you the benefit of a professional business email, and let you take control over your customer communication through blogs, knowledge bases, and contact pages.

However, a bad website can give the impression of an unprofessional company, one that cannot keep up with the current technology, or one that doesn't care enough about its image. Your website should also be continuously updated to show your clients the information they need today, and to keep them coming for more.

It's not just a matter of creating a website, it's a matter of creating the right website.

Your Needs

Your company needs to provide your users with the right information, and to market the right products.

Here's what we've found about your current needs:

Food Brand Awarness

In a competitive industry like yours, a website can give you the boost you need to improve your brand awareness and reputation.

Your current website doesn't fully represent your company values and mission, and customers may not get a clear idea of your company's personality.

Your website must follow the tone you want to establish with your customers, as well as provide clear ways for them to connect with you.

Traffic Generation

By optimizing your website, you can get more organic traffic through search engines than the traffic you're currently getting.

You can also target more keywords to attract the potential clients that are more likely to buy. Once the clients are on your website, the website needs to separate them depending on the likelihood of purchase.

To achieve this, your website needs a proper funnel, so you can generate the leads you need, and cater to their needs to increase the chance of conversion.

Customer Connection

Your website needs to develop a connection with your customers, and give them a reason to return. It should immediately give your users the perfect idea of the kind of company you have.

To achieve this, your website must be easy to find and easy to navigate. It should also be constantly updated to give your users timely information.

Solution - Your Website

This is the kind of website you need developed:

Home Page

Your home page needs to load fast, and needs to immediately provide the right information to your users.

It will have your company's color scheme, a modern design, and the calls to action you need for users to buy your food products, get free delivery for new customers, and learn more about your food products.

It will also have the full menu of your website, with all pages at a maximum of three clicks away.

Mailing List

Your website will have a fully automated mailing list, where customers can leave their email for more information. This mailing list will connect with your business email provider, to automatically load your new users and their subscription information.

About Us Page

This page is vital to create a connection with many customers. In it, users can see who's behind your business, and can put a face to the company.

The page also helps you connect with users by redirecting them to the right person of the right department.

Products and Services

Your users may already have an idea of what your company does, but your website will tell them what you can do for them in context.

We'll organize a list of your company's food products and services so your customers can decide which ones they're interested in learning more about, and can browse to their satisfaction.

We'll also provide the pricing in a place that's easy to see, making sure your users can see the products and their pricing.

Finally, we'll put the call to action at the bottom of each page, so your users can easily convert once they're ready.

Goals:

our main goal to create this website is to give variety of good foods products to customers as on their demands. Give them good facilities for customers by delivering them their products on their desire location.