Website

5 messages

Autumn Barker <autumn.c.barker@gmail.com>   Mon, Nov 14, 2016 at 10:15 AM
To: Ryan Ballard <rjbassured@gmail.com>

Hey Ryan,
Below are some questions to answer to get started:

1. Who is your target audience?
2. What is the purpose of the website?
3. What makes you different from your competitors? Why should they do business with you vs them?
4. Do you have a style of website you want in mind already?
5. Do you have any other materials that the site needs to match with in some way (brochures, press materials, etc.). I was planning on using the style in your business card but is there anything else?
6. What types of things do you see on other websites that you really like or really hate?
7. Will you want a mobile version of the site?
8. What types of actions do you want your visitors to take on your website?
9. Do you have photos you plan to use? Do you own them? Will you want a gallery?
10. Do you want visitors to be able to input their info? How do you want the submitted info handled? (email, database, etc.)

Thanks Ryan!
Autumn

Ryan Ballard <rjbassured@gmail.com>   Tue, Nov 15, 2016 at 11:42 PM
To: Autumn Barker <autumn.c.barker@gmail.com>

1. Residential customers looking to improve their current homes or build news; people who aren't looking for the fastest hack-n-whack job at the lowest price, but are looking for more customized work and care about craftsmanship.
2. To showcase projects I have done or been a part of to show my various abilities and achievements.....like pinterest I guess.
3. I have a varied skillset, a commitment to producing quality work, a passion for what I do and an easy going personality and trustworthy reputation with past clients. And like my business motto states, I don't suck.....a lot.
4. I do not. Most days I have trouble turning the computer on, let alone navigating websites or dreaming up designs for them.
5. Again, I do not. I have some quotes I may want to put somewhere on the pages. And I guess I kind of have ideas, but not any that I have thought seriously on. I want it to be easy to navigate and not boring and cut and dry with the same crap that every contractor lists. I am unique. "The star that stands alone shines the brightest" right? Megan designed my logo for me and I like it and I like the colors. I would think that it would look better (more professional?) to have the webpage similar in style to the cards.
6. I strongly dislike reading the same bullshit about great work and free estimates from a licensed and bonded contractor with so many years of experience who ever only produces the greatest possible work at the best rate possible - sometimes even a discount for the elderly. I hate the same thing. Again, I am me, I am not them, and want to somehow be viewed as an individual, not just another fish in the contractor pond.
7. I do most everything from my phone, especially looking up websites. If I like them, I may actually look at their information on the computer later and choose to do my business with them. So, yes, mobile would be nice.
8. The ones that pay my bills. Oh wait, I should dance around the end result instead of being blunt with it huh? In my world, currently, I would like them to be able to peruse photos of projects, maybe some family pics with a short story, be able to contact me via email from clicking on something and have my contact information should they choose to call or text. I probably need some testimonials on there from people because I always recommend contacting references.
9. Damn, should have read through the questions before starting to answer them. I do. They are mine. I do.
10. I kind of understand, but not fully in regards to what I may be looking for. I would like them to be able to post a comment, or maybe say or ask a question about a photo. Kinda like Fakebook, without the emoji things. I couldn't explain a database past a kindergarten level of knowledge.

Hopefully this helps get things started. Please ask me any other questions that will help you along. You can text me if need be or if you email me and need me to get back to you quickly. I don't make it a habit to check and respond to

emails everyday, time often doesn't allow it. Thanks for taking a chance on me here!

Ryan
509-832-4290
[Quoted text hidden]

Autumn Barker <autumn.c.barker@gmail.com>   Thu, Nov 17, 2016 at 12:28 PM
To: Ryan Ballard <rjbassured@gmail.com>

Hey Ryan,
Do you know if your partner's wife (I think that's who you said did your business cards) still has the graphic she used on your design? If she did and you could get it, that would be awesome. It would be easier than recreating it or trying to pull it out of the .pdf you sent because I think you'd lose some resolution. If not that's okay too, I just thought I would ask.
Also, do you have have social media accounts (like facebook or twitter) for your business that you might want to link to from the site?
Thanks for the answers to the questions!
Autumn
[Quoted text hidden]

Autumn Barker <autumn.c.barker@gmail.com>   Sun, Nov 20, 2016 at 6:48 PM
To: Ryan Ballard <rjbassured@gmail.com>

Hey Ryan,
I attached my first cut at your front page. To view it, just unzip the folder I attached and then double click the "prototype.html" file. It should come up in whatever your default browser is. If this doesn't work, let me know. Let me know your feedback. I'm planning on adding a little more to the front page, like contact info and stuff but I wanted to get a vector check before I put too much more time into something you don't like. I just stole a picture from the interweb and is just a placeholder for now until I get some pics from you. If you have one you'd like me to stick in there, then let me know and send it along at the best resolution possible.

Cool. Let me know!
[Quoted text hidden]

📎 **assured_construction-prototype.zip**
620K

Autumn Barker <autumn.c.barker@gmail.com>   Thu, Dec 8, 2016 at 10:26 AM
To: Ryan Ballard <rjbassured@gmail.com>

Hopefully this works?
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