**Site Specification:**

Sew Fantastic is a website intending to create a recognizable “brand”. It entices new users by detailing the Author’s experiences with repurposing. Sharing new, creative, and frugal ways for the average person to take outdated, unused, or “garbage” items and transform them into something new and useful. The goal in doing this is to establish credibility and create brand recognition in a large network. With brand recognition the demand and price for items such as finished products, and templates will increase. Through customer comments, and general word of mouth, traffic will increase to the site. With enlarged circulation there will be more interest from outside companies to advertise to these specific customers.

Sew Fantastic will measure success in both increased sales as well as increased visits. Visible increases in sales can be seen as a percentage in comparison to sales before the website. Initial success here would be a 10% increase in sales. As for site traffic there are two measures that would be used to verify success. One would be Google analytics to measure actual traffic and client penetration into the site. The other would be social media reach and comments. A measure of success in this area would be a 50% increase in not only visits but also followers in sites such as Facebook, Instagram, and Pintrest. This can easily be monitored in these specific social media sites.