

Andrew Gunn
Assignment 2

1. Name & purpose of site:
 - a. Wasserman Medical Books
 - b. Ecommerce site for selling products, i.e medical coding books
2. Site to Accomplish:.,
 - a. It is an ecommerce site with the entire purpose of cataloging the array of products, i.e books, and making the site search results to be as visible on Google Search as possible - and outweigh Amazon - and sell as many books while handling high volumes of traffic and sales in short periods of time.
3. Target audience:
 - a. Targeted to physician and dental practices, usually private and smaller ones that are billing insurance companies themselves and need each new year's updates of billing codes that change yearly. Usually the company bookkeeper or owner will be the one handling this purchase and it is a heavily repeat customer kind of store.
4. Issue site addresses:
 - a. Site aims to make money for Wasserman Medical Publishers. Each year they spend money to do their market research, printing and binding the books, and listing them on their site. Usually at the end of year, fall and on is the highest volume due to the next year's iteration coming out with the newest and most up-to-date efficient codes. Site is the entire business's way of making money.
5. Content on site:
 - a. Site would include page for each product, about page for company, contact page, policy info page for privacy, shipping, return, and cart - checkout - orders pages. Pictures and other multimedia will be needed.
6. 2 similar sites:
 - a. <https://wasserman-medical.com/>
 - b. <https://amazon.com/>