Dog Grooming Website Plan

Your Name: Amy Fruge

Name of the Dog Grooming Business: Paw-sitively Paradise Grooming

Ideas for your website

Determine the type of information the website will provide.

Idea 1: Online booking system for grooming appointments.

Idea 2: Grooming services offered with detailed descriptions.

Idea 3: Customer testimonials and reviews.

Idea 4: Grooming tips and care guides.

Idea 5: Contact information and location details.

Website Plan

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| Topic | Questions | Answers |
| Purpose of Website | What is the purpose and goal of the website? | Provide an online platform for clients to easily book grooming appointments, showcase grooming services, offer helpful pet care information, and build trust through testimonials. |
| Target Audience | Describe the target audience (age, gender, demographics) | Pet owners aged 25-55, both male and female, residing in the local community. Demographics include middle to upper-middle-class households. |
| Graphics | What graphics will you use on the website? | High-quality images of groomed dogs, before-and-after pictures, icons for services, and a friendly mascot for branding. |
| Color | What colors will you use within the site to enhance the purpose and brand? | Soft pastel colors such as light blue and mint green to create a calming and inviting atmosphere. |
| Accessibility | How will the website accommodate people with disabilities? | Ensure the website is compatible with screen readers, provide alt text for images, and ensure all interactive elements are keyboard accessible. |
| Project Timeline | Identify the project timeline | * Week 1-2: Research and planning * Week 3-4: Design wireframes and collect necessary content * Week 5-6: Develop and build the website * Week 7-8: Test website functionality and address any issues * Week 9-10: Launch the website |

Wireframe

Sketch the wireframe for the home page below.

1. **Header:**
   * Logo on the left.
   * Navigation menu on the right (Home, Grooming Services, Appointment Booking, Grooming Tips, Testimonials, About Us, Contact Us).
2. **Hero Section:**
   * Large banner image of a happy, groomed dog.
   * Clear call-to-action button for booking appointments.
3. **Grooming Services Section:**
   * Grid or carousel showcasing different grooming services with brief descriptions.
   * Each service accompanied by a relevant image.
4. **Appointment Booking Section:**
   * Simple form with fields for pet owner's name, pet's name, preferred date and time, contact information, etc.
   * Call-to-action button to submit the appointment request.
5. **Grooming Tips Section:**
   * Brief tips or articles on pet grooming.
   * Images or icons to represent different grooming tips.
6. **Testimonials Section:**
   * Customer testimonials with photos (if available).
   * Positive quotes and star ratings.
7. **About Us Section:**
   * Brief information about the business, its values, and the team.
   * Images of the grooming facility or staff members.
8. **Contact Us Section:**
   * Contact details (phone number, email, location).
   * Contact form for general inquiries.
9. **Footer:**
   * Social media icons linked to business profiles.
   * Copyright information and privacy policy links.

Site map

Create a site map for the website below.

Home

* Grooming Services
  + Bathing and Brushing
  + Haircuts and Styling
  + Nail Clipping
  + Special Treatments
* Appointment Booking
* Grooming Tips
* Testimonials
* About Us
* Contact Us