St Clair Designs

Corporate Coffee Business Website

corporatecoffeeco.com

Prepared For:

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Grace Blankenship

Owner/Operator

Corporate Coffee

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Confidentiality Statement: The party in which is stated above acknowledges that the content of the proposal is strictly confidential between the hiring and hired party's. The hiring party acknowledges that any neglect to adhere to the confidentiality of the proposal will result in termination of any and all previously agreed to terms/contracts.

Executive Summary

The work proposed will be a complete and new design for the hiring party, Corporate Coffee Company. The product will be created by Stclair Designs, an outside consulting firm, and will feature a custom design utilizing bootstrap 5 framework without the use of templates. Finished product will be accessible on mobile and desktop. The goal is to create a website that increases traffic while also increasing conversions once users are there.

In order to complete the goal, Corporate Coffee Co. will utilize the agency Seer to handle Search Engine Optimization. Prior to that, our team will use a variety of organic SEO methods in the original creation. Once the site is complete, the hiring company will utilize GoDaddy as their web hosting service from that point forward. Corporate Coffee Co. will take on their own marketing and advertising efforts, while our team will guide them in whichever direction they choose to go after the finished product is delivered.

Company background

Corporate Coffee Co. is a coffee shop that offers services to corporations. Services include the rental of rooms within the shop dedicated to corporations to have meetings. The idea was brought about from the pandemic as much of the population working in corporate America, were working from home. Founded in Philadelphia PA, the original shop offered a space to companies that wanted the company of their co-workers, without having to go back into the office. Starting with one location,

Corporate Coffee Co. has since expanded to more than 10 locations concentrating in cities along the east coast.

Audience User Demographics

The audience for Corporate Coffee Co. is primarily corporations that seek to hold meetings for their employees. In addition, the general public is a large portion of the demographic. In general, Corporate Coffee Co. is a public business that offers a variety of coffee options to anyone. Target audience are corporations that would like to rent a space within the shop as that is what drives revenue further than normal day-to-day business.

Usability Requirements

Through the use of bootstrap 5, users will be able to access the site from any device they so choose. We understand that life can move fast, so our designs should be accessible from any device.

Keyword Analysis

Keyword	Average Monthly Searches	Competition Level
Coffee	1M-10M	Low
Company	100K-10M	Low
Corporate	100K-10M	Low

Shop	100K-10M	Low
Coffee Shop	1M-10M	Low
Rental	100K-10M	Low
Meeting	100K-10M	Low
Standard	10K-100K	Low
Executive	10K-100K	Low
Room	100K-100K	Low
Coffee Roast	100K-1M	Medium
Coffee Grind	100k-1M	Medium

Keyword Distribution

Keyword distribution is based on the data presented through the keyword analysis curated for all pages of the corporatecoffeeco site. The following list is meant to serve as a primary function of driving traffic through the distribution of keywords within the website.

Home	
Keyword(s):	Corporate, Coffee, Company, Coffee Shop
URL:	corporatecoffeeco.com
Title:	We've got the coffee, you bring the friends.

Meta Description:	Don't have an office? Don't worry about it, we've got room for coffee and your team.
h1:	Who We Are

Rental	
Keyword(s):	Rental, Meeting
URL:	/rent-a-room
Title:	Enough space for a team of coffee lovers
Meta Description:	Make the coffee shop your office by renting a space.
h1:	Rent a Room

Rooms	
Keyword(s):	Room, Standard, Executive
URL:	/rooms-type
Title:	Different meetings call for different sizes.
Meta Description:	Choose which type of room suits your needs.
h1:	Options for all

Shop	
Keyword(s):	Coffee Roast, Coffee Grind

URL:	/shop-product
Title:	Shop our coffee
Meta Description:	Premium blend coffee, at a low cost
h1:	Coffee Selection

Keyword distribution along website structure							
myproducts.com	kewords	URL	<title>	65	<meta-description>	156	<h1>
HOME	Corporate, Coffee, Company, Coffee Shop	corporatecoffeeco.com	We've got the coffee	44	Don't have an office? Don't worry about it, we've got	84	Who We Are
main structure							
Rental	Rental, Meeting	/rental	Rental	6	Rent a room for any need necessary	34	Rental Spaces
Rent a Room	Rental, Room	rental/rent-a-room	Enough space for a	40	Make the coffee shop your office by renting a space.	52	Rent a Room
Rooms	Room, Standard, Executive	rooms/rooms-type	Different meetings ca	44	Choose which type of room suits your needs.	43	Options for all
Standard Room	Standard	rooms/rooms-type/standar	Standard Room	13	Standard size room fits up to 8 people	38	Standard Package
Executive Room	Executive	rooms/rooms-type/Executiv	Executive Room	14	Executive size room fits up to 20 people	40	Executive Package
Shop	Shop, Coffee Shop	shop/shop-product	Shop our coffee	15	Premium blend coffee, at a low cost	35	Coffee Selection
Coffee	Coffee	shop/shop-product/coffee	Coffee Selection	16	Coffee Selection, limited options available	43	Premium Coffee
Coffee Roast	Coffee, Coffee Roast	shop/shop-product/coffee-	Coffee Roast	12	Coffee Roast, select options available	38	Premium Coffee Roast
Coffee Grind	Coffee, Coffee Grind	shop/shop-product/coffee-	Coffee Grind	12	Coffee Grind, select options available	38	Premium Coffee Grind

Competition Analysis

<u>Rental side of business:</u>

- [Brewpoint Coffee](#)
    - Analysis- This particular company does not do the same thing per say, but a version of the concept. The branding can be described as more geared toward event planning. The marketing through their site suggests an expensive luxurious feel. Using similarweb.com, this site does not drive enough traffic to gauge proper analytics. Keywords for this site do not align with the words used for corporatecoffeeco.com. Keywords for this site are rather niche and catered specifically to this company. Keywords found using GoogleAds.

Keyword	Average Monthly	Competition Level

	Searches	
Brewpoint Coffee	1-10	Low
Coffee Cafe	1K-10K	Medium

- [The Office Coffee Shop](#)
  - Analysis- This company offers services very similar to Corporate Coffee Co. Their business model is specifically catered to those who need an "office" space at their coffee shop. As far as brand and marketability, their brand suits their target audience in that it is curated more for businesses, however it lacks in marketing toward the general population in regard to coffee. Keywords for this site lack depth as the scan comes up with generalized terms. Keywords found using GoogleAds.

Keyword	**Average Monthly Searches**	**Competition Level**
Coffee Shop	100-1K	Low
Cafe Coffee House	1K-10K	Low

Coffee side of business:

- [Starbucks](#)
  - Analysis- Starbucks is a large competitor on the coffee side of the business model. Their well known presence creates issues in driving sales away from their service toward Corporate Coffee Co. Their brand and

marketability is at the top of the coffee industry. Their keywords are geared toward their brand specifically, but have success in doing that. In conducting their analysis I used the tool similarweb.com.

Total Visits	Bounce Rate	Pages Per Visit	Avg. Visit Duration
23.5M	60.88%	3.07	1:40s

Keyword	% of overall search
Starbucks	19.02%
Starbucks Menu	5.17%
Starbucks Near Me	1.64%

Referral Traffic	Referral %	Advertising Traffic	Advertising %
starbucksforlife.com	7.69%	youtube.com	8.44%
starbucks.cashstar.com	4.32%	bravotv.com	5.30%
google.com	3.83%	outlook.live.com	3.75%

- Dunkin'
  - Analysis- Dunkin' is also a highly ranked competitor for their well known presence and marketability. Their well known marketing ability to make the brand switch from Dunkin' Donuts to just Dunkin' increased their presence in addition to retaining current customers. Their keywords are also geared toward their brand with high success. In conducting their analysis I used the tool similarweb.com.

Total Visits	Bounce Rate	Pages Per Visit	Avg. Visit Duration
4.1M	58.97%	2.83	1:31s

Keyword	**% of overall search**
Dunkin Donuts	24.94%
Dunkin Donuts Menu	6.58%
Dunkin	2.89%

Referral Traffic	Referral %	Advertising Traffic	Advertising %
dunkinathome.com	7.99%	mail.yahoo.com	9.51%
retailmenot.com	5.80%	patriots.com	8.16%
cnn.com	2.30%	citationmachine.net	3.55%

User Personas

Name: George Jackson
Age: 32

George is a SEO analyist at a large corporation that has a hybrid approach to the office. Some days he stays home to work, and others he goes into the office. It really depends on the day, so often times the only time he sees his coworkers is through zoom meetings. As an advid coffee lover, he spends most of his work days rushing to grab coffee before work as it's the only thing that gets him through the day.

George feels frustrated because a lot of the time, he feels he has to give up his love for coffee because work consumes so much time. It would be much better if he had his favorite coffee available at work.

Name: Jessie Matthews
Age: 24

Jessie is a graphic designer and loves her job a lot. The only downside is that the job is fully virtual so sometimes she gets tired of the same routine everyday. She loves coffee, but has never found a shop that suits the vibe that she likes. The shops she's been to are either too busy, or don't like offer a relaxed atmosphere for working.

Jessie wishes she could find the perfect coffee shop for just relaxing or getting work done.

Project Management Methodology

Scrum "Agile" will be used for the project management methodology in the creation of Corporate Coffee Co. This is primarily because the project will be broken up into various stages in which testing will be conducted at the end of each. Stages will be

divided into 2-4 week intervals. In doing this, it minimizes errors prior to the finished product while maximizing clean results.

Mood Board

Search Engine Optimization Plan

In an effort to get the maximum return, Search Engine Optimization plans include:

- **Image alt tags**- Utilizing descriptive alt tags translates to google searches and will make the site show up more frequently based on the word usage.

- **Optimizing page load time**- Variety of factors.
  - Using images correctly sized for the web. Captions and text surrounding image containing keyword(s).
  - Videos that are not too large of files so that page load time is kept to a minimum. Also utilizing a Content Distribution Network for video purposes.
  - Using a hosting company in the vicinity of where the company resides.
- **Optimizing Keyword Density**- Reducing the number of times a keyword or phrase is listed on a page
  - This is done by dividing the number of keywords listed on a page by the total number of words on the page.
  - Goal- Between 2-4%
- **XML Sitemap**- Utilizing WordPress' plugin in order to create a sitemap.xml.
- **Link Building**- Attention to…
  - Number of links
  - Quality of links
  - Submission of links to web directories
- **Contact Us Page**- Including the following will increase optimization.
  - Business name, address, phone number, email, photo with alt text.

Online Marketing/Advertising

Corporate Coffee Co. will be responsible for all marketing and advertising efforts after the site is live. Suggestions will be made upon request as a courtesy. Such as various agency options to handle marketing/advertising, different online workshops that may be of use, and in general answering any questions that the hiring party may have.
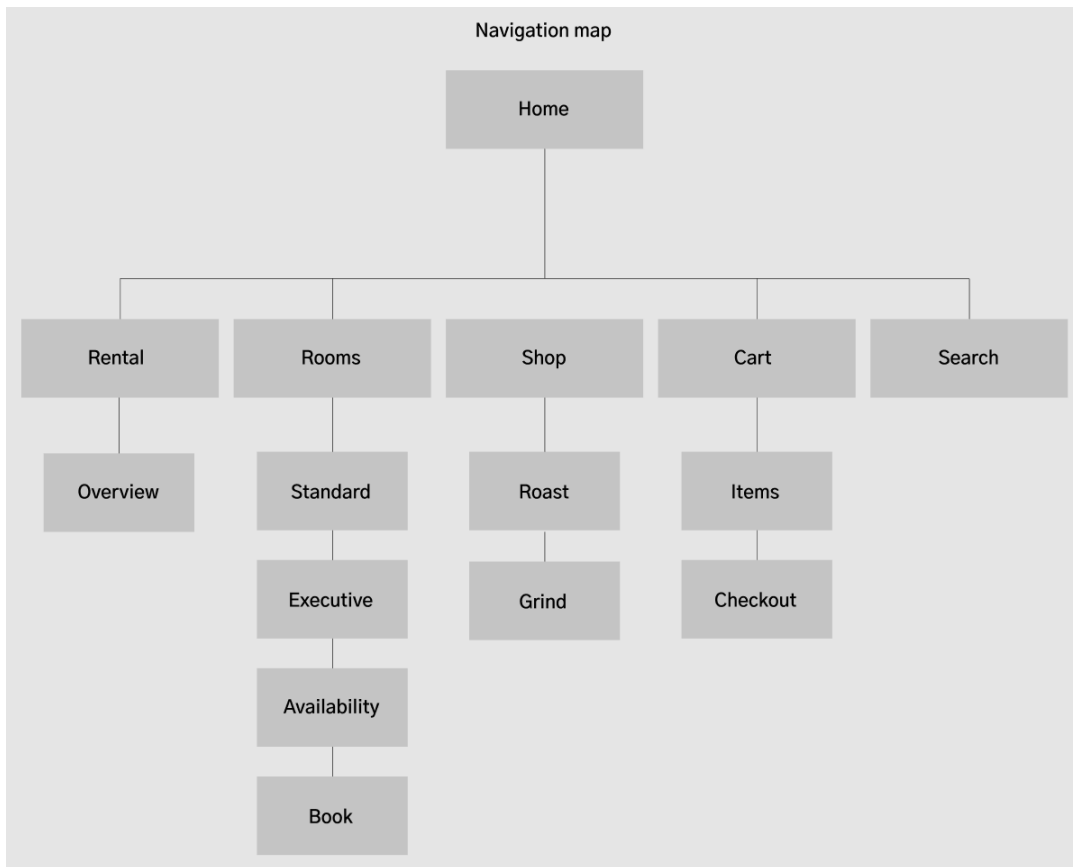
Hosting

Corporate Coffee Co. will utilize godaddy.com to host their site. GoDaddy has a number of server sites across the United States which will help with page load time. The plan selection is their "Maximum" option, stated as offering increased processing power and speed, unlimited websites, unlimited storage, unlimited databases, unmetered bandwidth, and a free one click wordpress install. In addition, the plan offers unlimited Secure Sockets Layer which is also known as Transport Layer Security giving the site security measure. Plan will charge $19.99/month.

Security

The site corporatecoffeeco.com offers room rental as well as the sale of coffee through the site. Because of this, the site will require an SSL, or a Secure Sockets Layer which will be provided through the host service. In addition, the hosting service offers 27/7 network security and DDoS (Denial of Service Attack) protection. This is an effort to encourage a safe purchase opportunity for customers.

Website Structure

- Navigation Map

Navigation map

● Wireframe

● Home Page Mockup