

Site Plan – Web Design

1) General Information – just the basics

Your Hosting Service: github

Your Website Idea: Designer lawn care

Service or product that will be sold: Lawn Care

Proposed topics (at least three but you can list more) that your website will cover

1. Lawn Stripe Designs

2. Edge and Bush styles

3. Contact

Current URL (or desired URL): rexbushandlawn.com

2) Who?

Who is your customer/target audience? Describe your target audience (age range, education level...)

Age range is typically newlyweds to older folks who do not want to purchase and maintain lawn equipment or mow their own lawns

3) Value

Why do your customers need you? What is your most important benefit (to the customer not you)?

We provide premium lawn care and professionally design lawns to our client's needs

What do you offer that is different from your competition?

We do fancy-ass grass

How do(will) customers use your site? What are their goals?

Their goals will be to find our site, see our great lawns that we have done in the past and call us to schedule a quote for their lawn or set up a monthly schedule.

4) Perception

What do you want to project about your company, your department, your project?

We want to show that we know how to do really fancy lawns with great care put into what lawns we show on our site

List adjectives describing how you want visitors to perceive your website.

Clean cut, organized, well-trimmed, shaped... Oh wait am I supposed to describe the lawn care or the website

List URLs of sites you like. What do you like about these sites?

Reddit, it groups multiple websites into one
Facebook, everybody puts forward their best self

5) Content

Do you have existing content for the site or will you create new content? Who will write the new content?

I will create all new content for the website and might ask my parents for pictures of other's lawns.

Any visuals or content you want to use from existing resources (logo, color scheme, navigation, naming conventions, etc.)?
Color scheme will obviously include some kind of green color in order to clearly show we are a lawn care website

6) Technology

Any specific technologies you would like to use in your site? (Flash, AJAX, etc) If so, explain how they will enhance the user experience.

Flash will be used to slideshow multiple lawns we have done

Any required database functionality (dynamic content generation, personalization, login...)?

No login since we will probably operate our list of contacts through excel spreadsheets for the first few months of operation. If we get super popular we will use a database though.

Need for secured transactions? (like online shopping)
nope

Any additional programming requirements? (like search functionality)

Nope

7) Marketing

How do people find out about your website? What prompts a visit (referral links, incentives, search engine terms)? How will you distribute the URL within your organization and on and offline?

They will search on google and then find our website, or see our many posters showing our url on them for them to look up.

Do you have a marketing strategy in mind to promote this project? If yes, describe it.

I will create business cards and post targeted ads on facebook for the Rexburg

area.

8) Updating

How do you plan to keep the content on the site current and updated?

I will regularly update a counter showing how many customers we currently have, which will keep me coming back to the website and checking up on problems. People can also email me questions about functionality.

How often should content change on your site?

Every couple of weeks or so.

Who is responsible for updating and providing content?

I am

What software will they use to keep the site updated?

HTML editors or possibly godaddy