**Personal Site Proposal for WDD130**

**Site Name:** Gibbs Opticians

**Purpose of Site:** The purpose of the website is to create awareness for the new business, Gibbs Opticians which will in turn increase client traffic and drive revenue growth. Also, the site will help create awareness about eye and vision health and provide useful tips on improving eye health.

**Target Audience:** Our target demographics are persons aged 12 years and above who are concerned about their eye or vision health and considering having an eye examination or thinking of purchasing a new pair of glasses or contact lenses.