

Purpose Statement:

My portfolio site, clawdee, will serve as a hub for people to view my work and to create engagement with potential clients.

Website Goals:

Create awareness of services being offered.

Bring brand awareness up by 20% 9 months after website creation.

Decrease social media queries by 15% 6 months after brand creation.

Increase website traffic by 25% 6 months by improving quality of content on website.