Sprint 1 Presentation

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HTTPS://BEECHNUTKENNELS.WPCOMSTAGING.COM/

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PROJECT FOCUS

- Website Build
  - Turning client designs into a responsive website using Elementor.
- Domain & Email Migration
  - Transferring domain ownership, configuring DNS/MX records to maintain email functionality, enabling SSL encryption,
- Profitability Tracking
  - Implement tracking for website profitability using Google Tag Manager and Meta Pixels

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SPRINT 1 GOALS

- Research the tools to be used in this project.

- Setup staging site.

- Build initial site elements in Elementor

- Create responsive tablet and mobile versions of each
  page

- Connect buttons, links, and other interactive elements

- Connect third-party booking software (most likely Gingr)

- Use Google Calendar API to integrate the client's GCal
  with the website

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MAJOR ACHIEVEMENTS

- Thoroughly researched topic and tools

- Set up the staging site for testing and initial development

- Created the fully functioning Beechnut Kennels webpage

- Designed tablet and mobile versions of website and integrated them into the staging environment

- Inter website links are set up and allow for ease of navigation through website
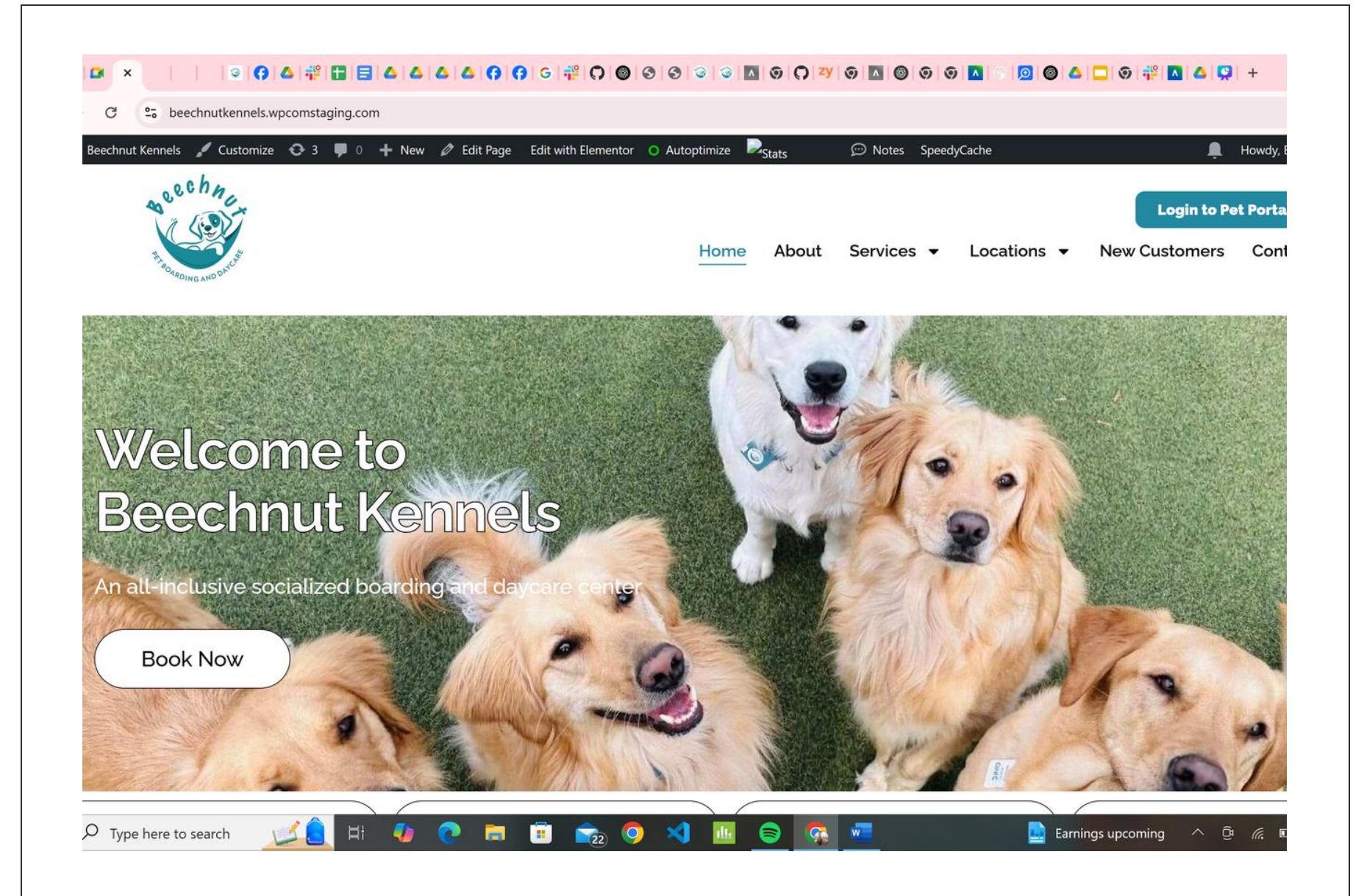
INDIVIDUAL ACHIEVEMENTS

Gabrielle Karabas

- Set up staging site

- Built Home page

- Completed sprint documents

- Made website mobile compatible

Cooper Olson

- Built About, Services, Bathing Service, New Customers, and Frequently Asked Questions pages

Josh Balch

- Built Enrichment Services, Careers, and Contact pages

- Integrated Google Maps

- Integrated feedback email support form

Michael Moen

- Created project website + GitHub repo

- Built Daycare, Boarding, and Training pages

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PROJECT BACKLOG

	A	B	C
2	Phase 1: Modern/Responsive Frontend		
3	Build initial site elements in Elementor	1	10
4	Create responsive tablet and mobile versions of each page	1	5
5	Connect buttons, links, and other interactive elements	1	3
6	Connect third-party booking software (most likely Gingr)	1	1
7	Use Google Calendar API to integrate the client's GCal with the website	1	3
8	Get approval from designer	2	3
9	Phase 2: Domain & Email Migration		
10	Find the registrar for the client's existing domain and custom email setup	1	1
11	Back up the existing DNS settings	2	1
12	Research what DNS/MX records will be needed to ensure the client's email remains live after the migration	2	2
13	Unlock the domain on the registrar and migrate ownership from old development team to us	2	2
14	Configure the domain settings on the WordPress.com dashboard, setup email forwarding if needed	3	2
15	Enable and test SSL encryption on the domain	3	1
16	Perform tests to ensure the DNS records are updated all over the world and the new site is live	3	2
17	Phase 3: Gathering Data, Tracking Website Cookies and Profitability		
18	Install Google Tag Manager and Meta setup code in the website's source code to connect both services	1	1
19	Build "triggers" in GTM to fire when a user completes an action of interest	2	5
20	Connect GTM triggers to events	3	1
21	Configure GTM events to send data to Google Analytics and Google Ads	3	1
22	Build Meta triggers and events from within GTM using JavaScript within Custom HTML events	3	3
23	Install Google/Meta code on third-party booking platform	3	2
24	Follow booking platform's developer documentation to build custom JavaScript triggers to send data from the booking platform to GTM	4	5
25	Use Google Tag Assistant to test and debug the functionality of all tags and triggers	4	5
26	Use Google Ads, Google Analytics, and Meta Events Manager dashboards to confirm the data is flowing properly from GTM	4	4

SPRINT BACKLOG

DONE 16 ✓

Build Training Page
☑ DP-22   ✓ MM

Build About Page
☑ DP-14   ✓ CO

Build Services Page
☑ DP-15   ✓ CO

Build Boarding Page
☑ DP-20   ✓ MM

DONE 16 ✓

Build Bathing Page
☑ DP-21   ✓ CO

Build Enrichment Services Page
☑ DP-23   ✓ JB

Build FAQ Page
☑ DP-24   ✓ CO

Build Header and Footer
☑ DP-25   ✓ GK

DONE 16 ✓

Build Careers Page
☑ DP-16   ✓ JB

Build Daycare Page
☑ DP-19   ✓ MM

Build Contact Us Page
☑ DP-17   ✓ JB

Build New Customers Page
☑ DP-18   ✓ CO

TO DO 3

Connect third party booking software (Gingr)
☑ DP-10

Use Google Calendar Api to integrate Clients GCal with the website
☑ DP-11

Get approval from designer
☑ DP-12

+ Create issue

IN PROGRESS

DONE 16 ✓

Build initial site elements in Elementor
☑ DP-7   ✓

Connect buttons, links, and other interactive elements
☑ DP-9   ✓

Create responsive tablet and mobile versions of each page
☑ DP-8   ✓ GK

Build Home Page

Live Demo & Feedback

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- OVERALL POSITIVE FEEDBACK, MOVING IN THE CORRECT DIRECTION FOR THE PROJECT
- Need to double check website for consistency in color themes and fonts
- Will proceed with finishing uncompleted sprint 1 tasks and then move on to sprint 2

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