**May Ghaghda’s Website Spec**

• Tell us about your company.

The company is a health, wellbeing and healing service

• What specific services does your company provide?

The company provides a coaching and meditation class/s or course/s as well as healing session/s

• What sets your company apart from your competition?

I am a meditation teacher and a life coach, my coaching is different to others because I use meditation and mindfulness to get the client in a calm and grounded state before I coach them. This enables the client to have a clear mind to be focused on the session without distractions.

• Who is your target client?

My target clients will be initially 22-80 year olds, as well as younger students from the age of 10-21 - depending on where I go. My target audience is also the corporate world, where I will be pitching to learning and development and HR departments to take me on as a mediation coach.

• Do you currently have a website?

I don’t have a website as I am currently getting my qualifications

• What keywords will your audience use to find your website?

Keywords – Meditation, Meditation coach, coaching, healing, meditation course, 121 meditation, 121 coaching, life coaching

• What do you like about your website?

What I like about my website is that it is manifesting and being built lol – sorry!

• Why do you want a new website?

I need a newly built website to start my own business up

**NOTE: my deadline is End of April – Mid May (latest) 2020**

I say this because all the other answers I don’t know will have come by then to slot into the gaps!

• What features will your website need?

My website will need to be able to have API to talk to another system, such as an event management system, or the Mindbody APP and website – where all yoga and wellbeing classes and studio use for bookings and payments.

Ideally I need to get payments on my website via PayPal or another function… not sure what I will use…

Invoicing/receipting

• What similar websites do you like and what is it you like about them?

I haven’t looked at many other websites but I want my website to be compatible to the mobile phone. I can do some research and let you know in due course!

• Who will provide content for the new website?

• I will provide the content for the pages but not sure how many pages or layout/navigations as yet.

-**About me**

**- information page:**

**-What is meditation/sound & gong bath meditation / Meditation for mind and body, the science behind it?**

**-What is coaching?**

**-What is healing?**

**-How do I fit into Universal energy?**

**-Book a session**

**-Sign up to a newsletter**

**-Contact details: with info@blahblah.com email and company contact number**

These are just rough ideas I really need to think of names and get qualified first!!

• Does your company have established branding?

-There is no established branding, I need to look at this in close detail and this will take time.

-Colours are potentially, orange, purple, turquoise OR pink…. TBD

-Need a logo, but again I need to think what this will be…

• Do you need a new URL?

Yes I need a new URL – not sure on what the company name is yet sorry!

-Laughing Buddha

-Meditate your fate

-Just be

-In the moment

**-Presently Now**

-Energy / Vibes….

• Do you need hosting?

Yes I need hosting, RackSpace? What is the cost for this?

• Will the old site be moved to a new location?

N/A

• What is the deadline for the website?

**My deadline is End of April – Mid May (latest) 2020**

• What is the budget for the website?

At the moment I am working with £0.00 budget, but was thinking about getting quotes from WordPress

• Do you want us to handle maintenance?

I am used to updating CMS but please do let me know what other maintenance there will be on the back end to be clear so that I can add that to the budget for future reference.

• Would you like us to handle content marketing?

Content marketing – I am used to mailchimp, Eventbrite etc. for email marketing but would like to know more on what other content marketing you mean, do you mean SEO – if so then yes some guidance but again what is the budget for this? Key words which you have asked for are for google adwords right?

Timeline and Budget

**Item**

**Budget**

**Timeline date/s (APRIL 2020)**

**Annual fees?**

WordPress

Please fill in apx how long it will take and realistic time it will be complete

SEO

Hosting

URL

API

Brand & creative

Maintenance

Is this bug fixes etc?

Google adwords

Google analytics

Budget needed

£0.00

£0.00

£0.00 LOL

I will need dimensions for my website brand and creative – I will outsource this to someone else once I have a concept…

This is all very vague as I need to think about what I want my brand to be!

Thanks,

M