Client Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I am a computer science major. Computer science serves the purpose of enhancing the business process, supporting business deliverables, and thereby improving your bottom line.

My team and I are interested in initiating a working relationship with you to review your website and social media presence. In this process, which we call “Client Initiation” we have taken the following steps to research your website design and your social media presence. Our detailed report below, demonstrates the enhancements that can be added to your website, the solutions we offer to address the gaps in your current technology and the project time lines that we would use to deliver these solutions. A website written in old code is more vulnerable to being hacked. A website that appears old-fashioned, can be deemed unattractive and deter potential clients. A social media presence that is not updated, can affect client conversions and impact bottom line tremendously. Over 90% of websites these days are accessed for the first time on a mobile device. We have analyzed your site for these issues and have detailed analysis below. We hope that you find this information useful at the very least and most optimally, we hope that you engage us to help you develop your website to positively impact your business.

# First Task: Audit of your site.

Using easily available developer tools, we have audited your site to evaluate the loading performance, the accessibility scoring of the site and the mobile responsiveness of the site. We will address repairs and fixes to these issues later in this report.

**Lighthouse – Chrome Browser - Score**

|  |  |  |  |
| --- | --- | --- | --- |
| Performance | Accessibility | Best Practices | SEO |
|  |  |  |  |

**Lighthouse – Chrome Browser Incognito mode - Score**

|  |  |  |  |
| --- | --- | --- | --- |
| Performance | Accessibility | Best Practices | SEO |
|  |  |  |  |

(Insert screen shots from client website audit report here)

# Second Task: Branding and coloring refresh

We have taken your header image, your logo and 2 other images from your site and used our color palette picker to update your palette. Please see our 4 results from these images.

|  |  |  |
| --- | --- | --- |
| Image | New Suggested Palette (Image of Palette) | HEX/RGB’s |
| Image 1 |  |  |
| Image 2 |  |  |
| Image 3 |  |  |

(Insert screen shots from client website images here)

We have taken your current font, and we offer the following recommendation for a font update. We recommend the following font stack. These fonts are readily available for free. If you wish to purchase unique fonts for your site, we recommend the following site to purchase from: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Insert screen shots from client website font here)

# Third Task: Rubric Analysis of site

(Student team: Please highlight in yellow the score box for each item)

Client: Please view our Website Rubric and your score of each area.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Low |  |  | High |
|  | **1** | **2 (Emerging)** | **3 (Improving, not consistent)** | **4 (Consistent, professional)** |
| Accuracy | Misinformation Present | Many inaccurate facts/figures on site | Some inaccurate facts/figures on site; Some inconsistencies present. | 100% accurate |
| Grammatical Presentation and Punctuality | No punctuation/Many grammar mistakes | Several grammar mistakes present. Punctuation errors present. | Some grammatical errors present. Some punctuation errors present. | Punctuation and Grammar is correct. |
| Readability | Confusing layout.  Can’t find the information.  Waffly.  Fluffy.  Disorganized. |  |  | Logical display.  Easy to locate information.  Clear.  Concise.  Language appropriate.  Succinct. |
| Font used | Predictable font used. No variation.  Font not appropriate.  Hard to read. |  | Text size is readable. Font is legible. No conveyance with font selection. | Text Size is readable;  Text font coveys the meaning; |
| Ownership | No obvious citations present/URL dubious |  |  | Citations correct. Ownership obvious.  URL domain accurate. |
| Animation | No animation. | Not smooth.  Glaring. |  | Smooth |
| Artistry | Plain. No artistry present. |  |  | Use of original artwork/ Public domain artwork – reapplied. |
| Colors | No color palette used;  No gradient colors used; | Some color palettes used/Gradients used but not effectively. |  | Gradient colors used;  Color palette used;  Colors |
| Relevancy | Irrelevant information.  Unhelpful site | Most information displayed is not relevant to the site. | Some unhelpful and irrelevant information on site. | Very relevant information/Helpful. |

# Fourth Task: Website Blueprints

We have created a website blueprint using **“draw.io**”. Please see your current website blueprint.

We have created a website blueprint using “draw.io”. Please see your recommended website blueprint. In web design, less is more.

# Fifth Task: Target Audience

**Your Target Audience:** While we can get a sense of what audience you are targeting with your site, we recommend potential audiences that are outside of the box.

For your current audience for this website, here are some areas that you are doing well in to engage your current audience:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Your current audience | Potential Audience (Who else may be targeted by minor tweaks to the website) |
|  |  |
|  |  |

# Sixth Task: Identifying your competitor sites

|  |  |
| --- | --- |
| Peers | Aspirants |
|  |  |
|  |  |
|  |  |

For your business area, we have found 2 peer competitors (those businesses who are in the same league as yourself) and 2 aspirant competitors (those businesses who are slightly bigger in revenue and have a more advanced website presence).

# Venn Diagram for Competitor Analysis

Using draw.io we have created a Venn diagram that shows what one of your aspirant offers and what one of your peers offers as compared to your website. Please see these 2 Venn diagrams below.

Peer 1 Venn

Aspirant 1 Venn

# Seventh Task: SEO

For your information, SEO is the following: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

This is what you are doing well to address SEO issues:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

We recommend adding the following to your site to enhance SEO:

* Keywords

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Placement of content containers on the home page.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Page Titles

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Other

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Eight Task: Accessibility

For your information, Accessibility covers the following:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

This is what you are doing well to address accessibility:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

We recommend the following additions to your site to enhance accessibility:

|  |  |  |
| --- | --- | --- |
| Basic Additions | More complex additions | Comprehensive updates |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

# Ninth Task: Social media content

|  |  |  |  |
| --- | --- | --- | --- |
| Your social Links | Comments on content | Cadence of posts | Relevancy/Quality/Purpose of Posts |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

# Venn Diagram for Competitor Analysis on Social Media Posts

Using **draw.io** we have created a Venn diagram that shows what one of your aspirants and one of your peers is posting on their social media sites. Please see these 2 Venn diagrams below.

Peer 1 Venn

Aspirant 1 Venn

# Tenth Task: Cybersecurity

For your information, cybersecurity covers the following:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

This is what you are doing well to address accessibility:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For more details on this area, we would need to engage with you to discuss your current options and security that is in place, before we make recommendations.

# Let’s move forward together: Here are some options for building your future website/updating your website.

|  |  |  |
| --- | --- | --- |
| Low Code | Medium Code/Moderate Web Knowledge | High Code/Developer Knowledge (that’s me J ) |
|  |  |  |
|  |  |  |
|  |  |  |

I can work with you on any of the above options. Here are the future work flows available.

1. Let’s build together. While we build, I can train you on the use of the low code option so you are comfortable managing the site yourself on an ongoing basis.
2. Let me build your site in a low code option, you can proofread as we move along in the build and then we will ensure successful handover and training, so you are independently using your new/updated site.
3. I will build the site entirely for you in a high code option and will manage the site on an ongoing basis. My fee options are as follows:
   1. Individual fixes and updates priced per item. Once you submit your request for update, I will provide you a quote with a timeline attached.
   2. Retainer option. Once you submit your request for update, I will estimate the time needed and deduct from your ongoing monthly retainer of $\_\_\_\_\_\_.
   3. Hire me full time for $\_\_\_\_\_\_\_\_\_.

# Website Project Charter

Here is our website project charter for this project.

* Scope of project (List of items to do)
* Stakeholders
* Project TimelIne
* RACI Model
* Pricing