**Unit 5 Project**

**Define Your Audience/Tone**

1. **Who will visit your site?**

I’m building a website for my consulting practice, so it will be geared toward potential clients, but also for other professionals in similar industries. My business is branding, digital marketing and social media consulting for B2C brands in the luxury, premium, and fashion-related space.

1. **What can make you and/or your product stand out against your competitors?**

I come from the client side and have found that very few agencies do a good job specifically with social media consulting. It’s mostly just tactical support (2-3 posts per day), without a strategy as to how the social will further the brand story. I take a more holistic view of the brand and how digital and social fit into the overall strategy to take the brand where it wants to go.

1. **How would you speak to your clientele if you were communicating in person? How to translate that style and tone digitally?**

I’m a very informal person, but also very professional, so I guess buttoned-up but approachable. I want the site to be very clean, easy to understand/follow, intuitive, but also with some impact, since I deal in a very creative space.

1. **What colors represent you or your product?**

Luxury brands tend to favor the color black. I’m not a luxury brand myself, but want to appeal to those people. I would say strong colors – nothing muted.

1. **What images illustrate your message?**

I was planning to use images of my past projects.

**Sitemap**

**Homepage**

*Intro to Elizabeth Godfrey consulting*

Contains:

* Logo and name
* Navigation
* Hero Image(s) highlighting specific services/products
* Brief Intro/description
* Footer

**Case Study**

*Description of specific projects including images*

Contains:

* Title
* Logo
* Navigation
* Paragraphs detailing work process and results
* Images
* Footer

**About Me**

*Who I am and my experience*

Contains:

* Title
* Logo
* Navigation
* Paragraphs containing snapshot bio
* Headshot
* Footer