**What is the purpose of the site?**

The purpose of the website that I will be building throughout this course is to present my skills as a web designer and consultant. I believe there are many people who need websites created, and don’t have the time to build, design, and host the site. That is the main reason I want to build a small company and subsequently this website.

**What do you want the web site to accomplish?**

I want this website to accomplish three different goals. I first would like it to successfully advertise my business to potential clients that I could work for. The traffic for this website could be found through a service like Google Ads, or through previous clients using “word of mouth”. Next, I would like to have an area which allows visitors to purchase tools or services that I have created, using an E-Commerce service to do so. And finally, I want a place to store my previous works, as a sort of “Portfolio” area, which will give potential clients an idea of my work that I have done, and if it will meet their requirements.

**Who is your intended audience?**

My intended audience for this website will be potential clients, as well anyone that I want to share my previous projects that I worked on.

**What type of content might be included in your site?**

I plan to have the main page have several images of website elements that I have designed, as well has an overview of the types of services that I will provide. Another page will go into more details about the services that I will provide your company with, and the prices of each one. This will lead to an E-Commerce page to pay for products. Then on the “Portfolio” page I will have cards, that link you to each of the websites that I have built for other clients. Last of all, I plan to have page that allows you to get in touch with me and inquire about my services.

**List at least two related or similar sites found on the Web.**

[AppVerticals.com](https://www.appverticals.com/affordable-website-designs/?src=google-ppc-us-search&network=g&place=&adid=576361303647&kw=website%20design&matchtype=e&device=c&adpos=&campaignname=AV-Web-US-M&campaignsource=google&medium=cpc&position=&crm=true&gclid=Cj0KCQiAgP6PBhDmARIsAPWMq6nzM0Ue7x4ORh1mKziLJJvtlVAgxS3zR9kqSVY2rQ7VycwTnnPUYHgaAgyAEALw_wcB) and [Divergentpixel.com](https://divergentpixel.com/) are two websites that are very similar to the site that I want to design.

**Where will you obtain the content (facts, text, graphics, sounds, video) for this project?**

Much of the content I will be creating myself, considering I want to advertise my own services. If I need any extra graphics, I plan to use [unsplash.com](https://unsplash.com/), considering they have millions of images that are all free for personal and commercial use.