Content Plan

# Goals & Objectives

The goal of this website is to expand the client’s selling abilities beyond just those who she can reach through her personal Facebook page. She would like to have a web presence of more than just an Etsy page. She would also like the ability to later expand her web store beyond just selling jewelry to selling other items as well.

# Calls to Action

Some calls to action would be an “Add to cart” button for purchasing products and a “Subscribe” button for customers to receive notifications when there is a sale or new products are added.

# Target Audience

Alchemortem is a custom jewelry shop tailored to women between the ages of 20-40 who enjoy more unique styles of wearable accessories.

# Audience Needs

Users of this site are customers who either have purchased or are interested in purchasing products from this site. Registered users have entered their login information. The administrators of this site are the webmaster and shop owner, Jackie Willsey. Admins will have capabilities to update the site as needed for adding or removing products, updating order statuses, and adding or removing users.

# Content Style

The content style will be very causal and geared more towards the target audience.

# Content Types

The content types will be images of the products, snippet descriptions in the quick view, and longer description on the individual product page. The home page will offer a description of the store and blog posts will be on a separate page.

# Editorial Calendar

The site content will be updated at least every two weeks or more depending on availability of new products.

# Promotion Platforms

The site will be promoted on Facebook and Instagram through the shop owners personal pages as well as the store’s accounts.