**Website Goals**

# Primary Purpose

* Establish a client base
* Provide an excellent product
* Maintain client base with quality customer service

# Target Audience

* Small businesses
* Individuals in need of a web presence

# Call to Action

* “Click here for a free consulatation.”
* “Add your client story here.”
* “Have a question? Email H here.”

# About Page Outline

## Who is this site for

This site is for individuals and small businesses who are in need of a website or have an existing site that they would like to revamp. Clients will have the opportunity to meet with H to discuss their wants and needs for the site as well as go over who their site is targeted towards. H will work closely to provide the product that will best suit those requirements.

## What can visitors to the site do

Visitors will be able to navigate portions of the site with sign in allowing for more content. Visitors will also be able to contact H through email.

## Why this site is different

This site is unique because it provides the opportunity for individuals and small businesses to create their own web presence. Unlike other development companies that target larger business, H will work closely with the client to achieve the desired product.

# Competitors

* Other free-lance web developers
  + <http://nathanbatson.com/>
  + <http://www.juneallison.com/>
  + <https://lydiarobertsdesign.com/>
* Everyone else in my school program