# Website Plan

Business or Brand Name: Shooters Indoor Sportsplex (www.shootersindoor.com)

Description: Shooters Indoor Sportsplex is a local family-owned indoor sporting venue that is primarily used for indoor roller hockey. In addition, Shooters Indoor Sportsplex has been used for activities such as indoor field hockey, basketball, roller derby, and box lacrosse. Most business for shooters is repeat customers or spread by word of mouth. Being around for over 20 years, the owners and managers are looking to spread their business online through an updated website and better social media awareness.

## Website Goals

List 3 – 5 [SMART Goals](https://www.mindtools.com/pages/article/smart-goals.htm) for your website.

1. Increase overall website traffic by 20% within a three-month period of website launch. (20% goal set by owners)(currently around 850 viewers per month)
2. Increase sales of concessions by 30% within a six-month period of website launch.
3. Increase inquiries regarding hosting events by 25% within a twelve-month period after website launch.
4. Increase inquiries regarding additional services by 10% within a twelve-month period after website launch.

## Purpose Statement

Prioritize your goals by level of importance. Of the goals listed, merge these into a single purpose statement.

Shooters Indoor Sportsplex website will be a comprehensive source for customers to view, highlighting brand new opportunities, concessions, and events attracting customers, new and old, to come try for themselves!