# Website Plan

Business or Brand Name: Lara Hilgenhold Photography

Description: website designed to showcase my photography and accept client inquiries.

## Website Goals

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

1. Gain traffic from potential clients so they can see my work
2. Have my first client inquiry from my website by spring of 2026
3. Have a photoshoot set up from an inquiry through the website by 2027
4. [Goal 4]
5. [Goal 5]

## Purpose Statement

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

The purpose of this website is to allow potential clients to reach out and communicate for potential photoshoot opportunities to grow as a photographer.