1. Target Audience Notes

• Homeowners who want reliable and professional cleaning services.

• Businesses that need office cleaning.

• People moving in or out of homes.

• Holiday property owners who need cleaning before or after guests.

Why this matters:

Understanding the target audience helps us design the website so it’s easy to use and highlights the services that matter most to potential customers.

2. Company Notes

• Company Name: Cleaning Bees

• Location: Durban, South Africa

• Services Offered:

• Carpet cleaning

• Office cleaning

• Move in / Move out cleaning

• Holiday home cleaning

• Website Goals:

• Provide information about the company

• Showcase the services offered

• Make it easy for customers to get in touch

3. Website Structure Notes

• Homepage (index.html): Welcome message and brief introduction to Cleaning Bees.

• About Us (about.html): Information about the company, including its mission and values.

• Services (services.html): A clear list of all cleaning services offered.

• Enquiries (enquiries.html): A simple form for customers to submit enquiries.

• Contact (contact.html): Company contact details including phone number and email.

Navigation:

All pages will have a menu at the top so users can easily move between sections.

4. Content Sources / Research Notes

• Researched other cleaning company websites for inspiration, including:

• Durban Cleaners

• Office Cleaning SA

• Used general knowledge of cleaning services and customer needs to create content.