Site Plan – Web Design
Madison Silcock

1) General Information – just the basics

Your Hosting Service: justhost.com

Your Website Idea:A service website for an Alabama pest control company, Naturewise pest control

Service or product that will be sold:Pest Control Service

Proposed topics (at least three but you can list more) that your website will cover
1. **Service information**

2. **About the company**

3. **Bug identification**

Current URL (or desired URL):

madisonsilcock.com

2) Who?
Who is your customer/target audience? Describe your target audience (age range, education level…)

My target audience ranges from 18-40, female customers. I chose this age range because based on my shop's Instagram following, that is who I am reaching. I wouldn't mind reaching both female and male audiences, but I am not sure how to do that with my website being too broad.

3) Value
Why do your customers need you? What is your most important benefit (to the customer not you)?

I have a unique vision of how art can be combined with graphic and web design, not just your typical logos. I also have a modern and youthful style I believe my customers will find appealing.

What do you offer that is different from your competition?

I incorporate my watercolor skills into my designs.

How do(will) customers use your site? What are their goals?
My customer's goals would be to learn more about me, my business, view my style, and purchase different packages.

4) Perception

What do you want to project about your company, your department, your project?
I want my company to be viewed as professional and creative.

List adjectives describing how you want visitors to perceive your website.

Fresh, modern, playful, clean.

List URLs of sites you like. What do you like about these sites?

Chynnahansendesigns.com
Minted.com
Thebarefooteblonde.com

All of these sites are very clean, feminine, and easy to navigate.

5) Content

Do you have existing content for the site or will you create new content? Who will write the new content?
I will write new content.

Any visuals or content you want to use from existing resources (logo, color scheme, navigation, naming conventions, etc.)?

I have a logo that I can use already, plus photos of my previous work.

6) Technology

Any specific technologies you would like to use in your site? (Flash, AJAX, etc) If so, explain how they will enhance the user experience.

Any required database functionality (dynamic content generation, personalization, login…)?

Need for secured transactions? (like online shopping)

Possible need for secure transactions.

Any additional programming requirements? (like search functionality)

7) Marketing

How do people find out about your website? What prompts a visit (referral links, incentives, search engine terms)? How will you distribute the URL within your organization and on and offline?

I will use search engines and social media to guide people to my site.

Do you have a marketing strategy in mind to promote this project? If yes, describe it.
Using my social media, I will direct people to my site through photos and giveaways.

8) Updating

How do you plan to keep the content on the site current and updated?
I would like to have a blog option is possible, plus update my work as I complete new projects.

How often should content change on your site?
As new products and projects are completed.

Who is responsible for updating and providing content?
I will be the one overseeing the content.

What software will they use to keep the site updated?
I am not sure.