

## **Site Plan – Web Design Madison Silcock**

### **1) General Information – just the basics**

Your Hosting Service: github.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):

**Github.madisonsilcock.io**

### **2) Who?**

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

My target audience ranges from 25-70, male and female customers. These customers are homeowners who have a steady middle to upper class income and can afford to maintain a year long contract. They live in Birmingham and the surrounding areas. Some have pest control companies, and others just moved to the area and are looking for pest control.

### **3) Value**

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

Our customers need us to protect their home and family from pests. We provide a year long service that keeps their house pest free and keeps harmful pests like termites, mice, snakes, scorpions, and venomous spiders out of their home.

What do you offer that is different from your competition?

We offer free re-services if any pests are seen between treatments. We also use a 50 gallon power sprayer all the way up the walls of the home, where other companies only use a hand can 12" around the base of the home. We are also family owned and operated and local.

How do(will) customers use your site? What are their goals?  
My customer's goals would be to learn more about our services, our company, compare pricing, and contact us. It will also be a way for them to make sure we are a legitimate company.

#### 4) Perception

What do you want to project about your company, your department, your project?

I want my company to be viewed as professional, reliable, and trustworthy.

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

Modern, professional, clean, easy to read

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

alterra.com  
albionfit.com  
moxieservices.com  
<https://www.moxieusa.com/>

All of these sites are very clean, modern, 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 and have some content already created.

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

I have a logo, color scheme, and some media already created.

#### 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. We also distribute print materials door to door that have our url printed on them.

Do you have a marketing strategy in mind to promote this project? If yes, describe it.

I plan on using door to door sales and googleadwords to promote this site.

## **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.