# Shoemaking Website Plan – Questionnaire

! Finish this by completing the questionnaire from page 44 of web redesign 2.0

1. **What’s the intended URL?**
   1. www.martinhall.shoes
2. **What’s the intended launch date for the site?**
   1. Sunday 18th August (3-week development)
3. **Are there any specific considerations or events that might affect the schedule?**
   1. Contacting shoemakers
   2. Arranging a meeting with LTS
   3. Attending a course such as the Carre Ducker intensive shoemaking in October or hand welting in September
4. **What is the working time budget to develop the site?**
   1. 1 hour per day (22 hours)
5. **How important is it to design personal branding graphics such as a logo at this stage?**
   1. Not important
6. **What are the main reasons that this site is being designed?**
   1. To convince shoemakers to take me on as apprentice
   2. Establish a web presence to attract other trainee shoemakers
   3. Act as a personal record and journal of my learning journey
   4. Provide a tool to help other young shoemakers
   5. Start a web presence to launch a company in future
   6. A portfolio / CV to display my work, skills, experience and dedication
7. **What are the primary objectives of the site?**
   1. Get an apprenticeship
   2. Touch base with other trainee shoemakers
   3. Start the SEO process to have a high visibility web presence to launch a shoemaking business in future
   4. Start the SEO process to have a vehicle to promote a training company in future
   5. Use my web design and internet marketing expertise to get ahead of competitor shoemakers who are also looking for coveted apprenticeships
8. **What is the main problem you hope to solve with the website?**
   1. I want a channel to show my passion, interest, experiences and work as a learner shoemaker
9. **What existing strategy is already in place to meet the new objectives?**
   1. None