Website Plan

**Purpose statement**

The Megan Lindsey Photography website will serve as a place for clients to get more information on packages and inquire directly from the page.

**Description**

Megan Lindsey Photography is a photography business that specializes in high school senior portraits and weddings, serving in the Richmond, VA area. The business has a big following on social media but needs to revamp its website.

Goals:

1. Increase traffic by 25% within 3 months of the launch date.
2. Receive at least 2 inquiries from the website within 3 months of launching.
3. Decrease the bounce rate by 10% within 3 months of the launch date.

**Target audience**

Average Age/Range: 16-24

Education level: High school/College

Median income: $30,000

Race: N/A

Ethnicity: N/A

Gender: N/A

Primary spoken language: English

Unifying characteristics: Outgoing, comfortable in front of a camera, wants professional photos taken.

**Colors**

I chose these colors because they flow well with my style of photography and complement each other.

Light mauve: #ede3df

Light grey: #b8b8b8

**Typography**  
I chose these fonts because I wanted one script font, one sans serif font, and another serif font to flow well together.

Heading 1: Kind Regards

Heading 2: Felix tilting

Body: Calibri Light

**Website Plan**



**Mockup**A screenshot of a website

Description automatically generated with medium confidence