meghan smith {SOLUTIONS}

Project Brief

Joye Technology Group, LLC & Meghan Smith Solutions LLC

Background Information

This is a redesign of www.joyegroup.com, currently hosted on GoDaddy. We're looking to update the look and feel, reorganize the site to display well on all sized devices, clearly communicate the services offerings, improve search engine rankings, and encourage people to contact Joye Group. We'll do this with precise and organized content, images that support the services and quality, and a consistent look-and-feel.

Target Audience

Joye Group gets many of its customers via word of mouth, and works with other businesses. The actual decision makers they work with are C level employees. People coming to the site are often vetting a recommendation, finding details on the services offered, and looking for contact information.

Content

Chris is working to streamline his current content, organizing and clarifying his services. We'll work together to adjust the content for search engine optimization and to keep the wording focused on what the client wants to know. Meghan will find high quality images to support the design.

Call to Action

The main call to action will be a contact form or a call to 'Set up a Consultation', as Joye Group offers free consultations to determine if the business relationship would be good for both parties.

Social Media and Sharing

Given the B2B nature of Joye Group's services, social media isn't a top concern. One area we'll address is a Business Listing on LinkedIn for Joye Group. This will increase their visibility in search engines and give another channel to direct people to their website. We will assess the addition of a Facebook business listing as time allows, if only to establish control over reviews and comments there.

Functional Requirements

Given the pros and cons of content management systems and static sites, we're moving forward with a static website built with HTML, CSS/SASS, and JavaScript/jQuery. There's currently no need or desire for an ecommerce section, members only area, or blog. The main functionality will be the Call to Action contact form.

Design Assets

Joye Group has an established logo and color. Chris is open to adjusting/modernizing the logo if needed, and to establishing a refreshed look and feel for fonts and colors. There are several things Joye Group likes about the current images, including gender diversity and the communication of precision and a methodological approach. We'll move forward to keep and enhance these qualities in refreshed content.

Design Ideas

Joye Group likes very much about their current site – it was very well done for when it was created, but needs to be updated. Some design key phrases to guide us are: credible, clear, precise, professional, methodology-driven, and seasoned. We'll focus on navigation that allows easy access to all areas, optimizing for search engine rankings, and using fonts, colors, and images to support our key phrases.

Technology Issues

The domain name and hosting company are established and all access needed is granted. An analytics account has been verified and additional necessary accounts from Google will be established (Webmaster for SEO, My Business). We'll review the current hosting package from GoDaddy to see if an adjustment or upgrade is needed, but a review of options show that staying with them for hosting seems like the best option.

Search Engine Optimization (SEO)

The entire site will be built with SEO in mind, including: optimizing for mobile, content that is key phrase focused, including SSL, and building for accessibility. The main key phrases include: Cyber Security Assessment; Cyber Security Remediation; IT strategic planning; JoyeGroup; Joye Technology; Joye IT; Joye Group; and Project Management.

Timeline

Quality is more important than speed, but we would like the site to go live between March 15th and 31st. This will require frequent communication and quick turn-around on approvals and content decisions, but is a realistic timeline for the work desired.