

## **Audience Profile**

For this website, I am intending to showcase the skills and capabilities I have learned over the last several months in web development. The primary subjects I want to present this site for are potential clients, business partners and employers who want to see what I have accomplished and some examples of my work. These are almost certain to only be American visitors who have business interests in mind, though their demographics may vary considerably. To that end I will keep the pages simple, clean, professional and unambiguous to avoid causing problems.

## **Self-Marketing Plan**

The most prominent method of marketing myself and this site will be in written or spoken form. While there will certainly be access to it on the internet through accessing the hyperlink or visiting any of my social media sites where it will be listed (LinkedIn, perhaps Facebook), the situations where one might call for access to it are largely to be when I am speaking directly to potential clients, partners or employers. A business card with the link provided, my resumé, and any physical portfolio materials will have a note of the hyperlink for those who have further interest, and the rest will largely be my personal communication of it to interested parties.