

# Erickson Design Associates

## WEBSITE ASSESSMENT

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The marketplace has become digital. Even the word of mouth business could benefit having a digital presence. As a small business owner and a busy mom, Julie has not had the time to create and maintain a website. Visibility is an important part of this new expansion to this small business.



Erickson Design Associates targets a primarily local New England community. It is spanning more recently across the United States. This site would allow for continued growth to allow more people to see Erickson Design Associates work and share with other future clients. With competition having strong web presences it is a place where this small business could improve upon and possibly excel if the work is showcased properly. If people can not find you on the web but they can find your competitors they are more likely to get in contact with your competitors. This website gives credibility to this small business and provides a professional, cohesive look.

The website should be an updated marketing tool that gives a digital presence to the work I do and allows potential customers to get to know me through my work. Allowing easy access to customer service so customers and potential customers can easily find the information they want when they want it, so their satisfaction is high.

A website should be a continual source of high quality project leads that allows this small business to choose the best projects that fit what it's interested in along with the type of client that she is willing to take on. As well as providing me with an online presence which is highly needed in a world where everyone wants access to information on demand.





This new website will be measured on the quality of project leads it attracts and its ability to gain inferences to make informed decisions on potential projects and the type of consumer I would like to work for. Also a professional look and feel of my overall business having a more concerted and cohesive approach to overall look.



In past experiences Erickson Design Associates hired a Graphic Design Firm to design their logo and letterhead. It was an efficient experience but was in 2003 and needs to be updated to a more modern, timeless approach to match this small business's excellent taste.

