# Palmer's Pet Care Services

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## Purpose

"Palmer's Pet Care Services" aims to create a website giving dog owners personal touch. Instead of having your four-legged friend vacationing in a loud kennel and only getting sporadic attention throughout the day, they will have all the comforts of their home, with one of our highly trained home care providers sleeping, walking, playing, and being their best friend while you're vacationing.  Also, we provide a dog walking service for your best friend.  We can come in once a day, twice a day, weekly, or a custom schedule for your four-legged kid's needs. Finally, if your four-legged family member needs a little extra help with potty training, puppy obedience, and basic obedience taught by professional dog trainers with numerous obedience titles of their own.  You will learn from their experience one on one.  If your four-legged friend needs socialization, that is a service that can be set up.  Word of mouth is a powerful tool in this business, yet having a website for prospected clients can set one's business apart.

## Needs Analysis

The website will answer the following questions and help put humans at ease using our services for their four-legged kid(s).

- *Nightly home care doggie sitting rates*
- *Cost for walks & playtime – daily, a couple of times a week, or a specialized schedule.*
- *Training Cost and number of sessions*
  - *Potty training*
  - *Puppy obedience*
  - *Basic obedience*
  - *Dog socialization*

The site will meet the needs of people who do not want to have their four-legged kids in a cold kennel with limited human contact. Help owners who must go back to the office after having

two years spent 24/7 with their pet by offering walking and playtime service. What sets us apart is that most dog walkers only walk.  Our professionals will not only take them for a walk, but they will spend a good 15 to 30 minutes of playtime (this depends on the age and health of the dog).

# Goals

- *Create a website to bring in new clients.*
- *Create an easy and tempting online experience helping reduce human anxiety regarding leaving their four-legged friend behind while away on business or vacation.*
- *Have a website that clarifies what we offer for current and future clients, pricing, and how to contact us for custom programs.*

# Audience Characteristics

Dog owners who use our services will have two different types of "Audience Characteristics."

Experience Dog Owners:
- *Have used our services in the past*
- *Know using a traditional kennel service*
- *Have competed in dog shows*
- *Have a basic understanding of dog training*
- *Have had other dogs in the past*

Inexperienced Dog Owners:
- *First-time dog owner*
- *Pandemic dog owner (heading back into the office)*
- *Limited knowledge on how to train their new addition*
  - *Potty training (any time)*
  - *Puppy training (4 months to 5 months)*
  - *Basic obedience (6 months or older)*
  - *How to socialize the puppy/more senior pet*

## Primary Audience

Dog owners that have experience with past pets.  These owners are looking for a non-traditional kennel and more one-on-one specialized care.  The pet owners can be returning customers or new customers to our client-based family.

## Secondary Audience

Dog owners who are new to raising their best new friend/family member want a one-on-one experience. First-time dog owners. First-time owners that have little to no experience in training their dog. Owners heading back to the office want someone to come in and walk/play with their dog during their work hours. Finally, clients who would rather have someone stay 24/7 with their dog instead of sending them to a kennel.

## Competition

This is a highly competitive market, with people spending more than 1 billion dollars a year on their pets.  Also, there are two types of calls for people: traditional kennel and private people taking care of pets. To provide a better concept for a webpage, I studied three different sites.

The first site was "Pet Sitting of Indianapolis": https://petsittingindianapolis.com.
First impressions
- *The page is not cluttered*
- *They used a movie about a dog catching a ball – giving the idea of the dog having a great time*
- *The landing page is clean with limited wording*
- *I have a one gig internet speed at home – the subpages loaded slowly when they should have loaded quickly*
- *A very limited-service area which tells me they do not have a lot of employees, if any.*
- *Exciting blog page – uses an enticing couple of sentences with a picture and then sends you to the full article. The page is laid out in blocks and columns, making it easier for the client to find a piece that interests them.*
- *They used a web company called Barketing Solutions to create their page.  This company is designed for Pet Businesses.*
- *Overall, this is not the wrong website.  I would have been more impressed if it wasn't done using a company with templates and structure guides.*

The second site was "Ask Linda Pet Sitting": https://asklindapetsitting.com.

- *The landing page has a lot of information about the company. I am lazy when it comes to scrolling through a webpage. I like to see quick concepts and the ability to click from the idea to the full information page and back.*
- *The testimonials on the landing page are very long, but the scrolling speed makes it a little challenging to read the longer ones. It would be nice to see this slowed down.*
- *Under About Us, the owner points out two resources "The National Association of Professional Pet Sitters (NAPPS)" and "Pet Sitters International." The titles sound impressive, but when I dug a little deeper, it is mainly paid sites for pet owners on how to build, run, hire, etc. There are parts for certification through each company, but that part is not what they are centered around. These sites are marketing-based.*
- *Overall, this is just an average essential website. Nothing overly special. The website has a copyright date of 2022, but the layout and images used are not as professional as I have currently seen by web designers today. Most likely, the owner used one of the resources they are members of to get templates/assistance building their webpage.*

The final site was "Barkefellers Resort and Spa": https://barkefellers.com.

- *The landing page is long and longer than the last website.*
- *They used pictures of the building with odd angles*
- *The outside areal pictures make the building look like a La Quinta Inn and Suites (a cheap hotel in the South)*
- *The pictures of the kennels look more like a prison cells than the comforts of home*
- *Way too many pictures at the bottom in the "Accommodation Photos.*
- *They sell franchises, reducing the one-on-one opportunities with one's pet.*
- *Burkhart Marketing Partners built the website. Their landing page is impressive, making me wonder what happened to the Barkellers site. They are a local company boasting double and triple-digit growth rates for your company. They refer to their customers as Ace Hardware, Arby's, and Huntington Bank. Finally, they point out winning three awards in 2021 through Expertise.com. One of the awards is for Best Digital Marketing Agencies in Indianapolis.*
- *Overall, this is not my favorite page, and I am guessing they did not listen to their designer about what should be added on each of the pages and how to lay them out.*

# Site Map

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                          │  Landing Page   │
                          └─────────────────┘

┌──────────────┐      ┌──────────────────┐      ┌──────────────┐
│ Dog Walking  │      │  Overnight Stays │      │   Training   │
└──────────────┘      └──────────────────┘      └──────────────┘

┌──────────────┐      ┌──────────────────┐      ┌─────────────────────┐
│    Rates     │      │      Rates       │      │ Potty Training Rate │
└──────────────┘      └──────────────────┘      └─────────────────────┘

┌──────────────┐      ┌──────────────────┐      ┌─────────────────────┐
│ Testimonials │      │    About Us      │      │   Puppy Training    │
└──────────────┘      └──────────────────┘      └─────────────────────┘

                                                ┌─────────────────────┐
                                                │   Basic Training    │
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