

Project Overview

Business Name	BlueTide Creative Solutions
Client Name	Ava Richardson
Social Security Number (SSN)	452-29-7635
Project Category	Website Development
Client Status	Active
Social Media Platform	Instagram
Social Media Username	@bluetide_ava
Password	Delta!2024wave

Client Brief

BlueTide, a forward-thinking marketing consultancy specializing in sustainable solutions for marine-based businesses, seeks a complete overhaul of their digital presence. The primary objective is to build a visually compelling, user-friendly website that accurately reflects their commitment to innovation and environmental stewardship while appealing to their core demographic of small-to-midsize seafood and marine logistics companies. The website should feature a modern, clean design with intuitive navigation and interactive elements that communicate BlueTide's unique value proposition. The client desires seamless integration of lead capture forms, dynamic project portfolios, client testimonials, and a frequently updated blog to establish industry authority. E-commerce capabilities are not required at this stage, but the platform should be scalable for future feature additions, including possible client portals or event registration modules. Essential functionality includes responsive design optimized for both desktop and mobile users, search engine optimization, and integration with existing social media channels to drive engagement. Visual imagery should emphasize oceanic themes and sustainability, subtle animation is encouraged to enhance user experience, and all content should be easy to

manage via a robust CMS. The benchmark for quality includes competitor sites such as OceanicStrategies.com and GreenHarborAdvisors.net. Timeline for delivery is 8-10 weeks from project kickoff.