

Project Overview

Business Name	Formulate Digital Solutions
Client Name	Emily Harper
Social Security Number (SSN)	437-29-5619
Project Category	Website Development
Client Status	Active
Social Media Platform	Instagram
Social Media Username	formulate.emily
Password	Wb9u\$!xQtz2P

Client Brief

Formulate Digital Solutions seeks a modern, user-friendly website to showcase their marketing prowess and streamline client acquisition. The site will be built on a scalable platform, emphasizing intuitive navigation, sleek visuals, and interactive elements that communicate their expertise in data-driven marketing. Core requirements include dedicated sections for case studies, service offerings, client testimonials, and a robust contact form optimized for lead generation. Strong SEO fundamentals and responsive design are paramount to maximize discoverability and engagement across devices. Additionally, the client requests seamless integration of their social media feeds and a lightweight blog module for publishing industry insights, company news, and helpful resources. Security is a key concern, so SSL certification and basic protections against spam and bots must be included. Formulate values a collaborative process and expects regular updates and milestone reviews during development. The new website should reflect their innovative brand identity using their established color palette and logo, while remaining flexible for future content expansion and marketing campaigns. Strategic CTAs

will guide potential clients toward requesting consultations or subscribing to newsletters, supporting business growth objectives.