



aiken
CHAMBER OF COMMERCE

SITE PLAN

PURPOSE

This website's purpose is to connect businesses within the city of Aiken. It aims to support business owners, no matter the size of the business, and offers a mentoring program for new businesses owners. This site also aims to sell Aiken to those who are looking to relocate, and to those who are just here for a visit. It has a directory of many businesses and offers advertising opportunities within the website.

TARGET AUDIENCE

There are four main target audiences for this website.:

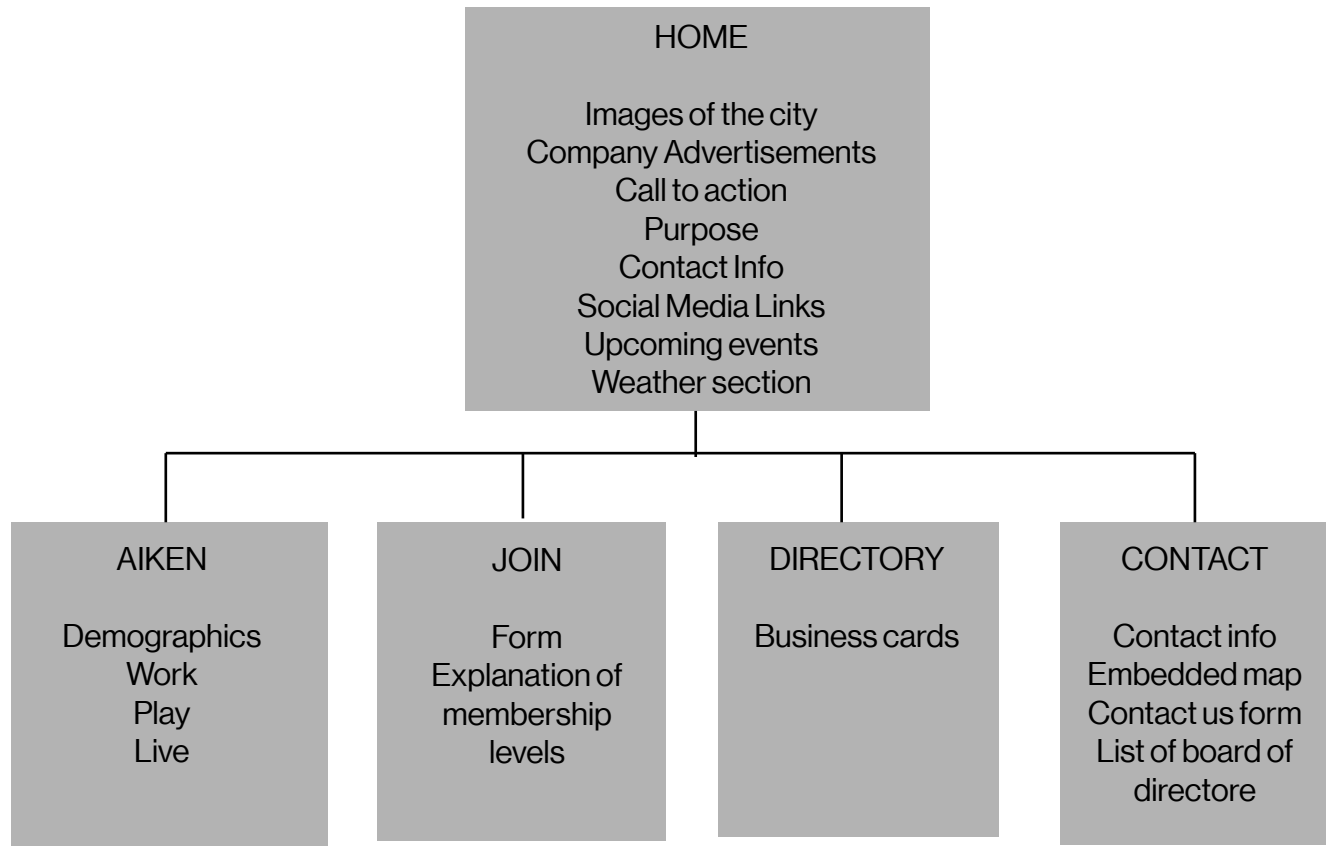
Business owners are a main target audience. This is meant to be a place that business owners to come together, support each other, and network. This can also be a great place for them to advertise for their business, and to gain mentoring from experienced business owners if they are just starting out or entering a new phase of business.

People considering a move to Aiken are also a target audience. Neighboring cities offer lower housing costs, but living in Aiken is less of a drive, and the history, amenities, and character of this town far outshines any of the surrounding communities. Those considering a move to Aiken would want to know what makes this city better than the others, what amenities there are here, and what the character of the area is. Most people considering moving to Aiken come to work at the Department of Energy site, so they are usually highly educated, middle-aged, and are interested in the cultural and dining amenities.

Another target audience is retirees. Aiken is an extremely popular place to retire, with year-round sunny weather and a wealth of golf courses. This website will also aim to sell Aiken to retirees looking to settle somewhere warm with plenty of golfing and equestrian amenities.

The last targeted audience will be for the visitor. Aiken gets a lot of temporary contractual workers looking to find some interest in their stay while away from their families, as well as a quick reference for reputable businesses in the area.

SITE MAP



COLOR SCHEME

Color scheme is based off the two main city logos that are used in profusion all over the city's signage and branding.



TYPOGRAPHY

LORA bold • header 1
LORA bold • header 2
Mulish medium • nav bar
Mulish roman • body text

Not an actual representation of fonts, fonts were not available within document creation program.

WIRE FRAMES Large

logo	Today, let's do something that matters.			Social	media	icons
HOME		AIKEN	JOIN	DIRECTORY		CONTACT
PURPOSE		WEATHER INFO		AD		
		CURRENTLY:				
		THREE DAY FORECAST		Upcoming Events • stuff		
AD						
Join	Contact Us 12 E Easy St Aiken SC 29803 803-476-3390					
AD						
Footer						

Medium

logo	Today, let's do something that matters.				Social media icons			
	HOME	AIKEN	JOIN	DIRECTORY	CONTACT			
					WEATHER INFO			
					CURRENTLY:			
					THREE DAY FORECAST			
					Upcoming Events • stuff			
PURPOSE			AD					
			AD					
Join			Contact Us 12 E Easy St Aiken SC 29803 803-476-3390					
AD								

Footer



Small

<div>logo</div>			Today, let's do something that matters.		
Social media icons			<div><div></div><div></div><div></div></div>		
<div></div>					
<div>WEATHER INFO</div> <div>CURRENTLY:</div> <div>THREE DAY FORECAST</div> <div><div></div><div></div><div></div></div>			<div>Upcoming Events</div> <div>• stuff</div>		
<div></div>			<div>PURPOSE</div>		
<div>Join</div>			<div>Contact Us</div> <div>12 E Easy St</div> <div>Aiken SC 29803</div> <div>803-476-3390</div>		
<div>AD</div>			<div>AD</div>		
<div>AD</div>					
<div>Footer</div>					